



# Mid-Point Project Meeting

Carrboro Parking Study

Presented by  
VHB

June 16, 2016

# Outline

- Project Timeline
- Public Outreach
- Existing Parking Conditions
- Potential Management Strategies
- Next Steps

# Project Timeline



## ■ Public Outreach

- Project website/Online Survey
- Kickoff Meeting – Tue 2/11
- Walkability Micro-Audit – Wed 4/13
- Farmers Market table – Sat 4/30
- Coffee with a Cop – Fri 5/13
- Business Community Outreach – Thur 5/26
- **Mid-Point Public Meeting – Tonight**

Data Collection (Jan-Feb; Apr)

Public Outreach (Feb-June)

Analysis of Data (Mar-June)

★ Mid-Point Public meeting (June) ★

Future Conditions (July-Aug)



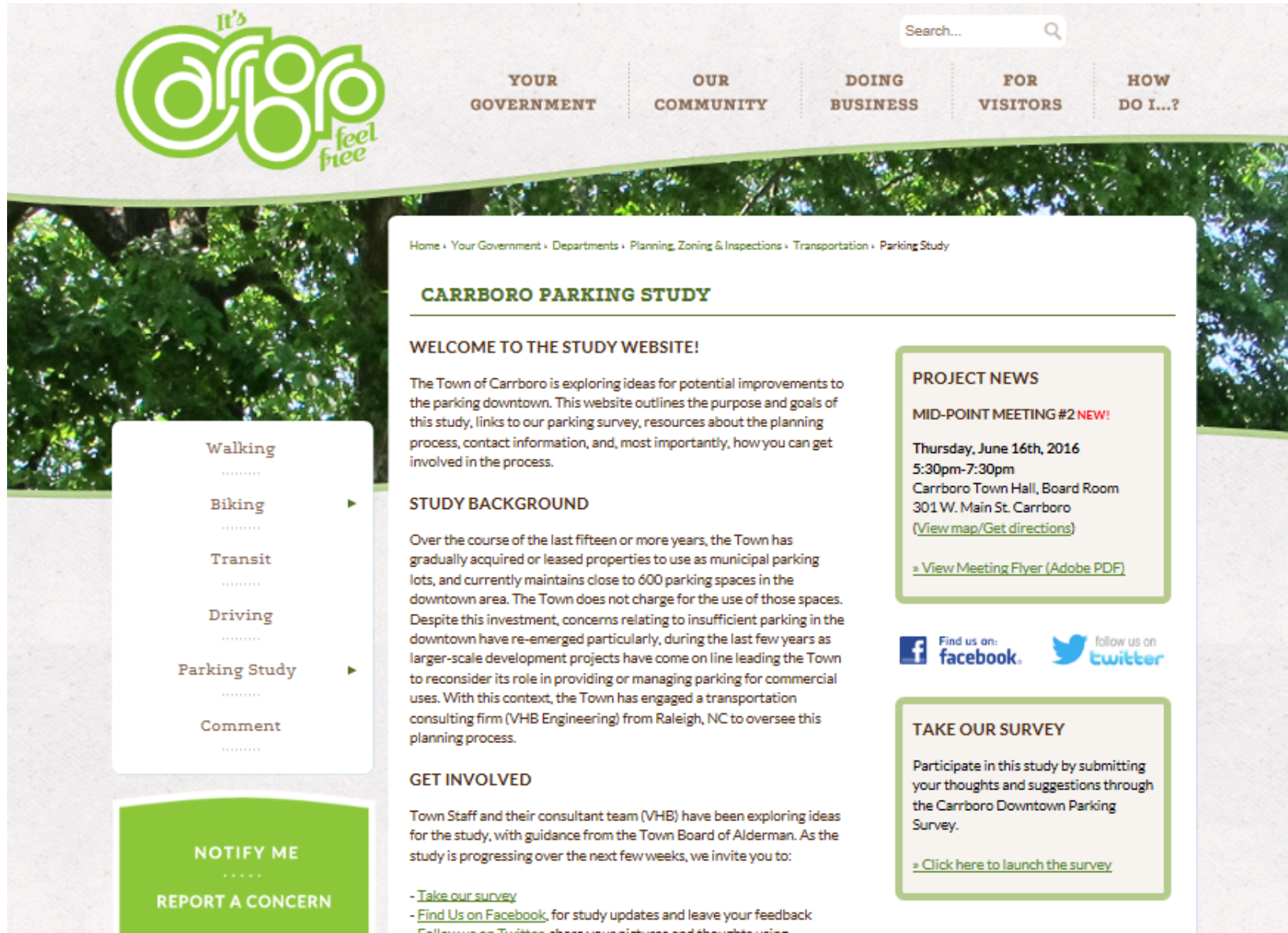
# Public Outreach






## Public Outreach - Website

[ParkCarrboro.org](http://ParkCarrboro.org)



# Public Outreach - Survey

- 500 Survey respondents
- 450 provided location



Carrboro Downtown Parking Survey

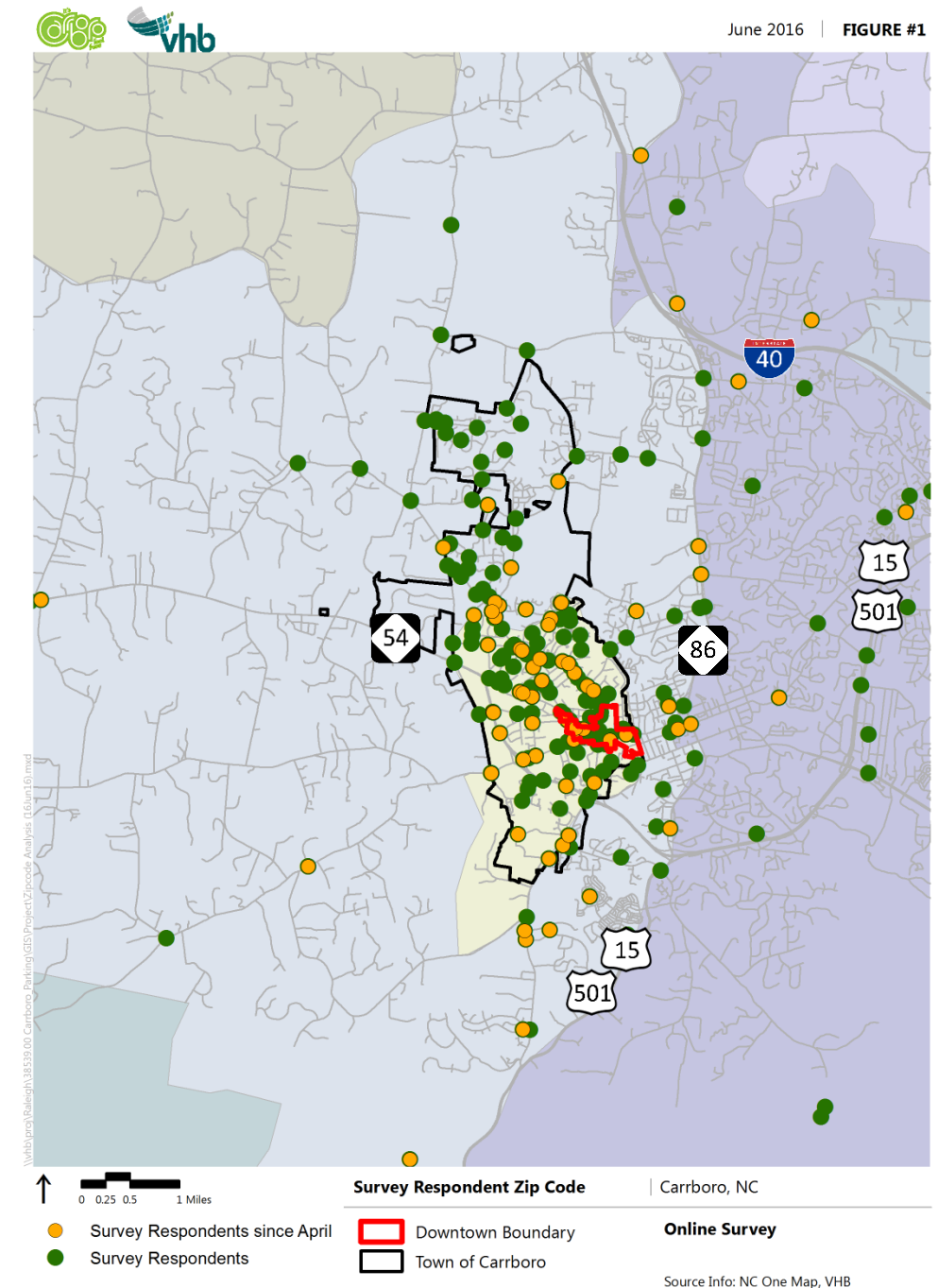
5%

Thank you for participating in this survey designed to **gather feedback from residents and visitors on parking challenges in Downtown Carrboro**. The purpose of this survey is to collect information about your experience with parking and identify any parking-related barriers that may be preventing you from visiting downtown.

The results of the survey will be used to **make recommendations on how to improve the availability and ease of use** of parking in Carrboro. This short survey should only take you about 10-15 minutes to complete. At the end of the survey there will be a few questions about the location and make up of your household. These items are for analysis and statistical reporting and **WILL NOT** be used to identify a specific household.

Thank you for your participation and for helping us to make Carrboro the exceptional town it is to live, work, and play!

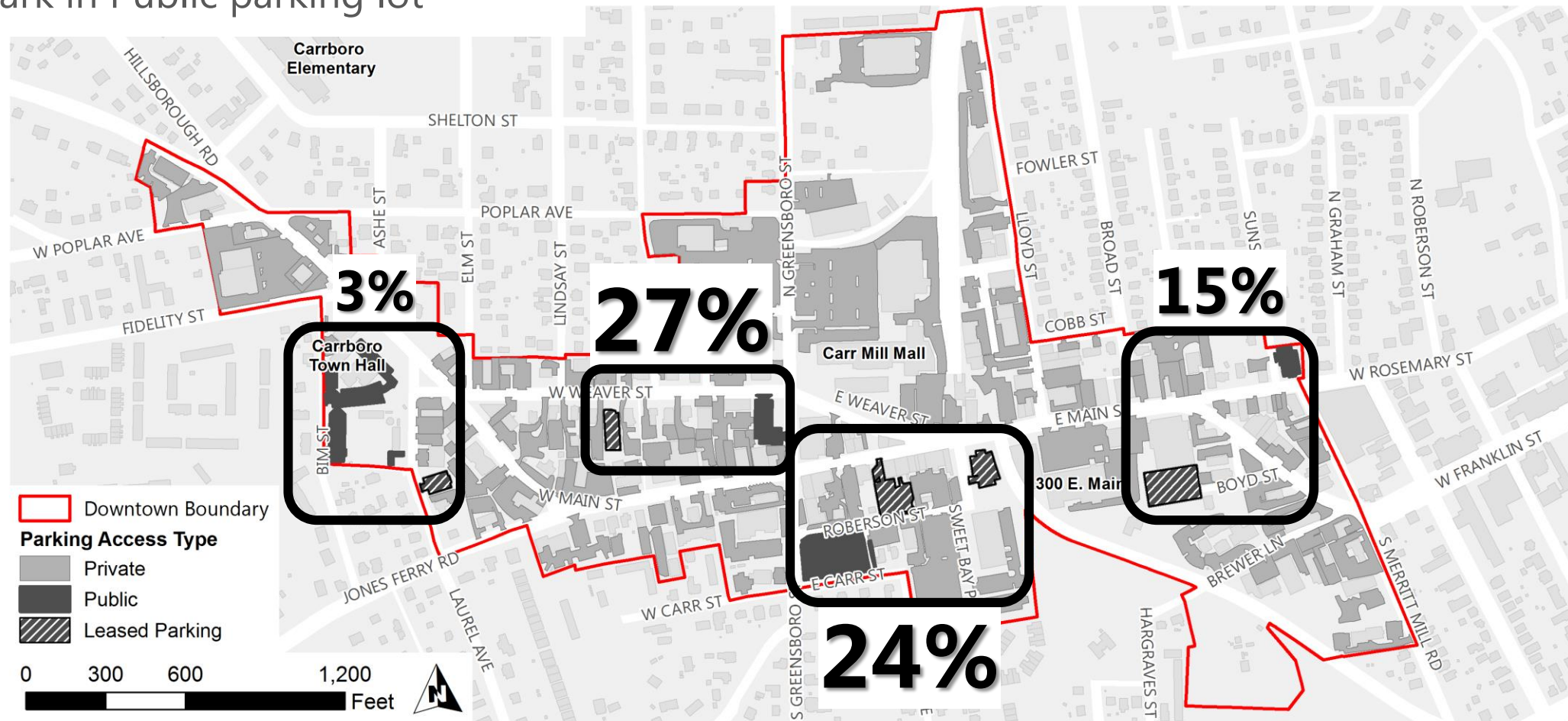
Next





# Public Outreach - Survey

- **Big takeaway #1 - Where do you typically park?**
  - 72% park in Public parking lot





# Public Outreach - Survey

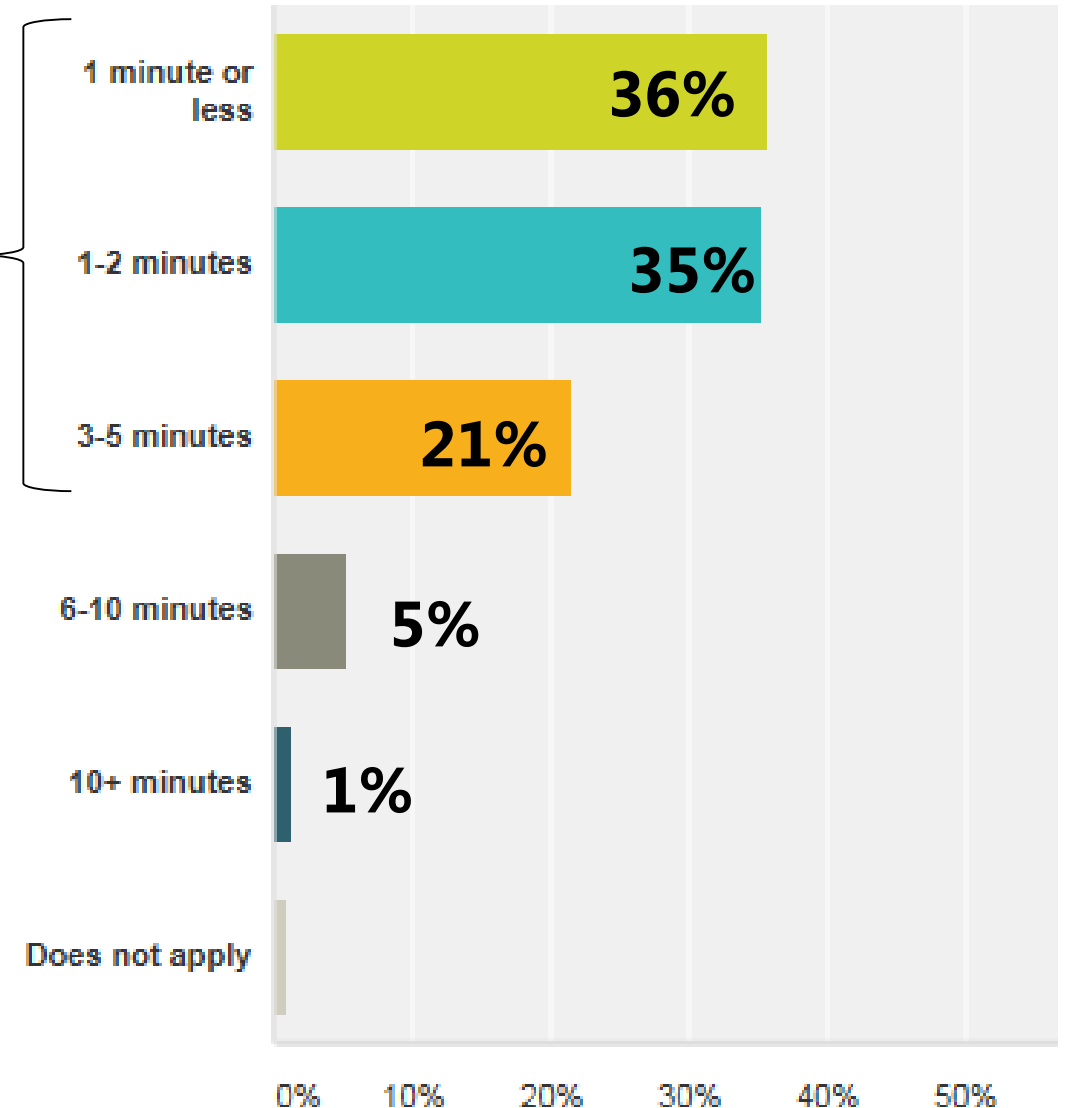
## ■ Big takeaway #2 - Park & Walk Time

- 92% park & walk  $\leq 5$  min
- 71% park & walk  $\leq 2$  min

### Follow up Question

- 87% find their park & walk time "Convenient" or "Very Convenient"
  - 3% "Long" walk time

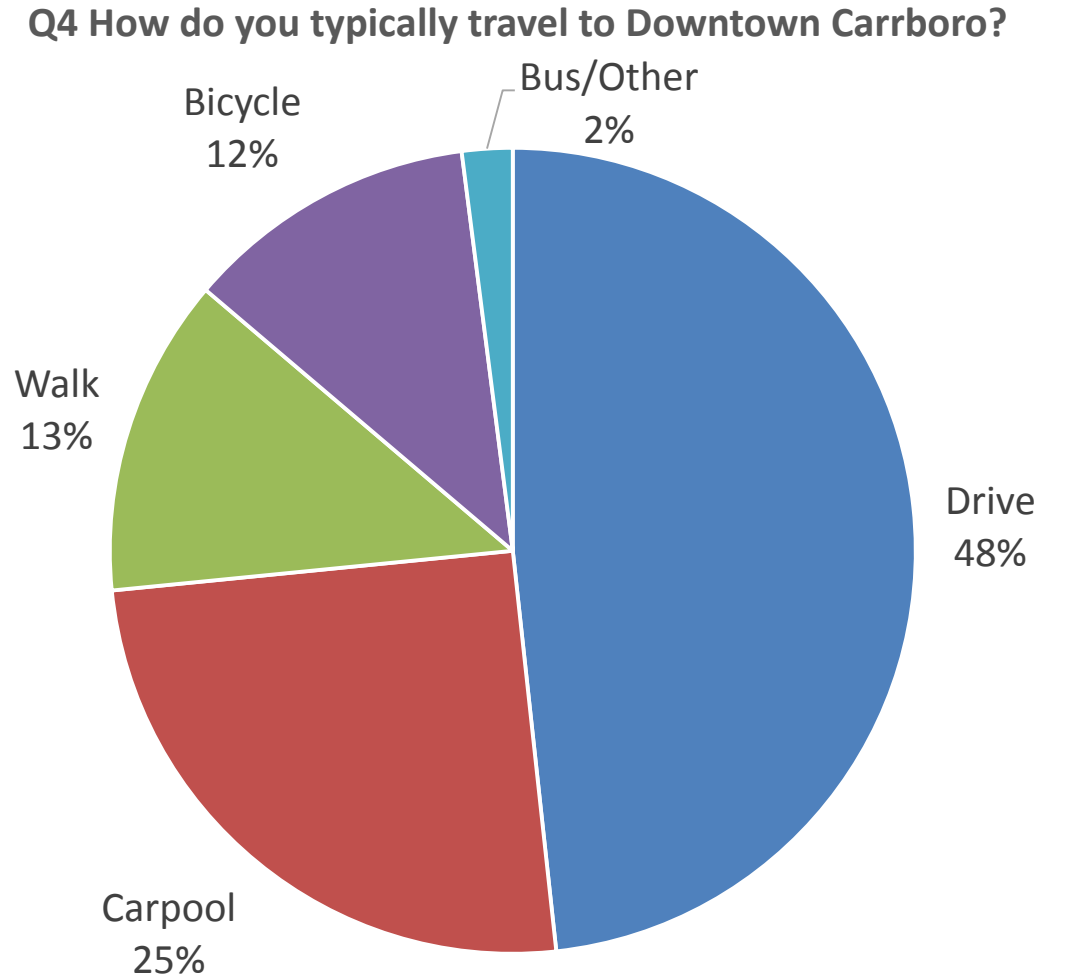
## Walk Time



# Public Outreach - Survey

## ■ **Big takeaway #3 - Mode Split**

- 73% respondent trips involve parking
- 27% respondents trips involve alternative modes



# Public Outreach - Survey

## ■ Big takeaway #4 - Parking Time Limits

- 63% agree with 2-hour time limit
- 35% believe parking should  $\geq$  4-hour or no time limit
- 2% believe parking should be  $\leq$  1-hour

Q17: Please rate the current 2-hour TIMED PARKING LIMIT for public parking lots in Downtown Carrboro (*scale of 1-5*)

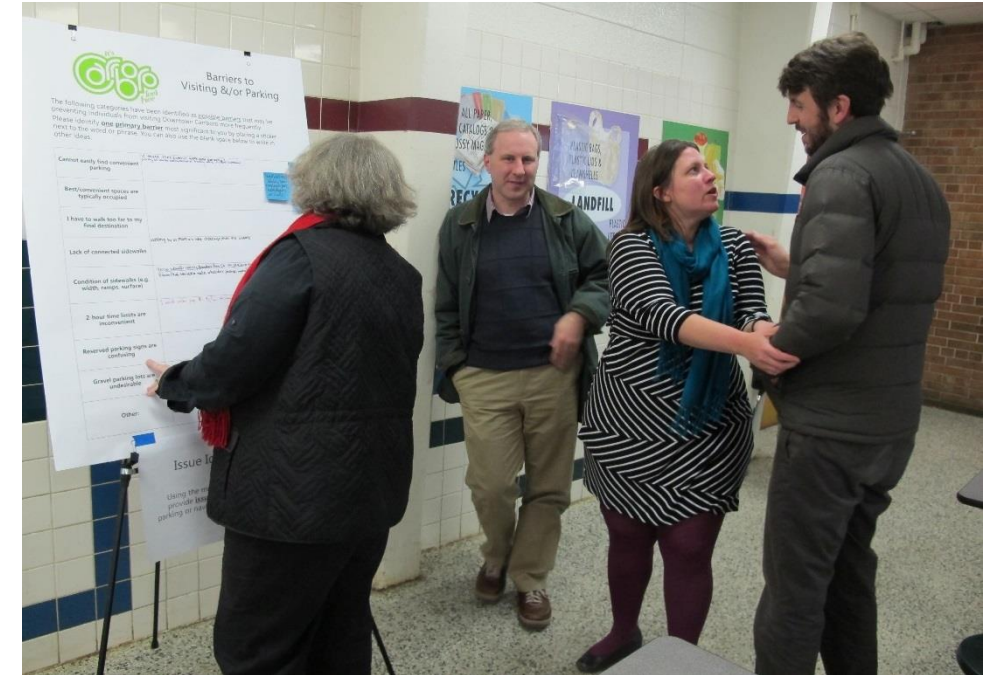
| Should be<br>30 min<br>limit | Should be<br>1-hour<br>limit | Neutral - 2-hour<br>is appropriate | Should be<br>4-hour<br>limit | No<br>time<br>limit | Total |
|------------------------------|------------------------------|------------------------------------|------------------------------|---------------------|-------|
| 0.44%<br>2                   | 1.31%<br>6                   | 63.24%<br>289                      | 24.95%<br>114                | 10.07%<br>46        | 457   |

← **Shorter**      **Just Right**      **Longer** →



# Public Outreach – Kickoff Meeting

- Kickoff Meeting **February 11, 2016**
- ~40 attendees



## Public Outreach – Potential Barriers to Visitor &/or Parking?

**“I would rather pay \$1-2 an hour for convenient spot than worry about being towed.”**

**Free**

**\$1-2**

**“It needs to stay free. Downtown Chapel Hill businesses and guests hate paid parking there.”**



Feedback

Kickoff Meeting | February 11, 2016



# Public Outreach – Walkability Micro-Audit

- Wednesday **April 13, 2016**
  - Ranked/scored
    - Sidewalks
    - Street crossings
    - Wayfinding
    - Bicycle Parking



## Walking Route #1 – E Carr Street/Roberson Street



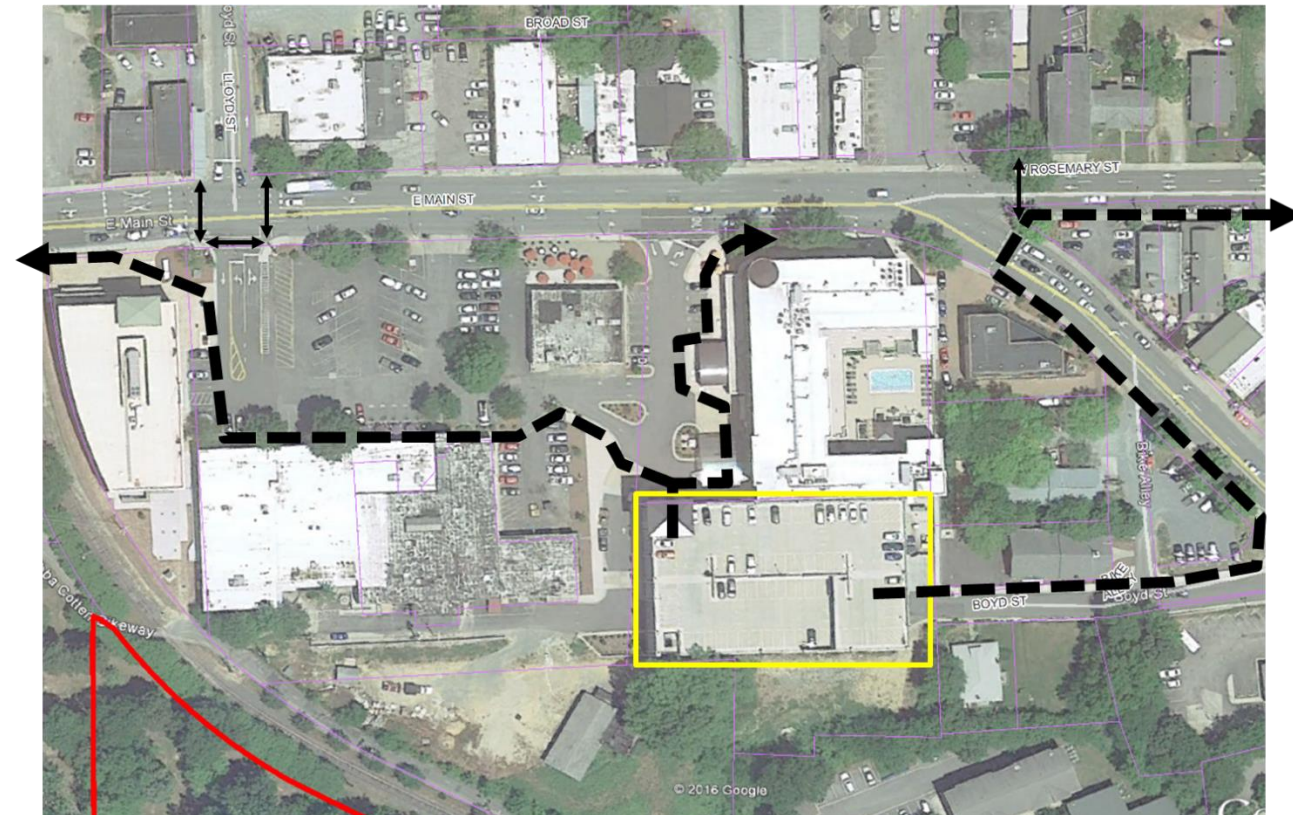


# Public Outreach – Walkability Micro-Audit

- Wednesday **April 13, 2016**
  - Ranked/scored
    - Sidewalks
    - Street crossings
    - Wayfinding
    - Bicycle Parking



## Walking Route #2 – Main Street/Boyd Street





# Public Outreach – Farmers Market Table

- Saturday **April 30, 2016**
  - Promoted survey link

“Sidewalk gaps along...”

- W Main St between Poplar/Fidelity St
- S Greensboro St from the south
- Laurel Ave from the south
- Roberson St



# Public Outreach – Coffee with a Cop

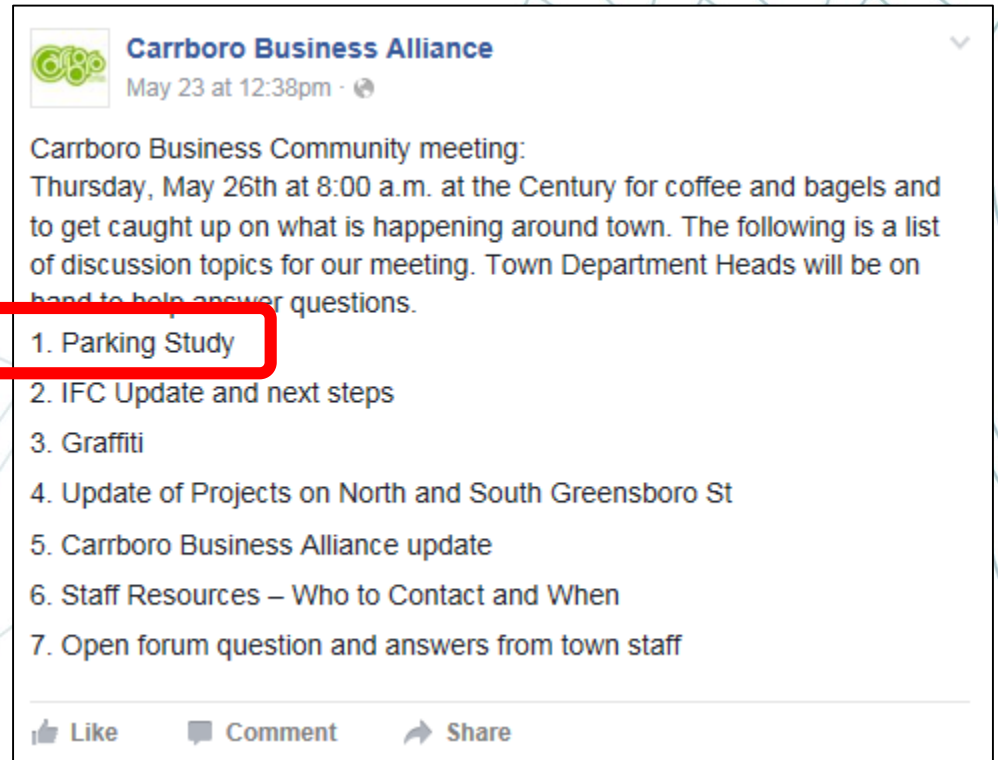
- Friday **May 13, 2016**
  - Johnny's Gone Fishing






# Public Outreach – Business Alliance Meeting

- Thursday **May 26, 2016**
  - Parking challenges
  - Loading areas
  - Feedback from customers/employees

A screenshot of a Facebook post from the Carrboro Business Alliance. The post is dated May 23 at 12:38pm. The text of the post describes a Carrboro Business Community meeting on Thursday, May 26th at 8:00 a.m. at the Century for coffee and bagels, and lists discussion topics. The first topic, '1. Parking Study', is highlighted with a red rectangular box. At the bottom of the post are icons for 'Like', 'Comment', and 'Share'.

 **Carrboro Business Alliance**  
May 23 at 12:38pm · 🌐

Carrboro Business Community meeting:  
Thursday, May 26th at 8:00 a.m. at the Century for coffee and bagels and to get caught up on what is happening around town. The following is a list of discussion topics for our meeting. Town Department Heads will be on hand to help answer questions.

1. Parking Study
2. IFC Update and next steps
3. Graffiti
4. Update of Projects on North and South Greensboro St
5. Carrboro Business Alliance update
6. Staff Resources – Who to Contact and When
7. Open forum question and answers from town staff

👍 Like    💬 Comment    ➦ Share

# Public Outreach - Summary

- Diverse opinions, both ends of spectrum
- Special events-centric
- Parking can be an inconvenience, but not deterrent
- Citizens prefer public lots, however most (82%) parking is **private**
- When in doubt: 3<sup>rd</sup> level of parking deck

# Existing Conditions Data





# Data Collection – Utilization

- Thursday January 14, 2016
- Thursday April 21, 2016
- Saturday April 30, 2016
- Performed four (4) parking counts of **ALL** parking lots
  - 9 AM to 11 AM
  - 11 AM to 1 PM
  - 2 PM to 5 PM
  - 6 PM to 9 PM



## Did you know?

- Town of Carrboro *leases or owns*

- 710 spaces in 9 lots

- Some are signed/reserved →

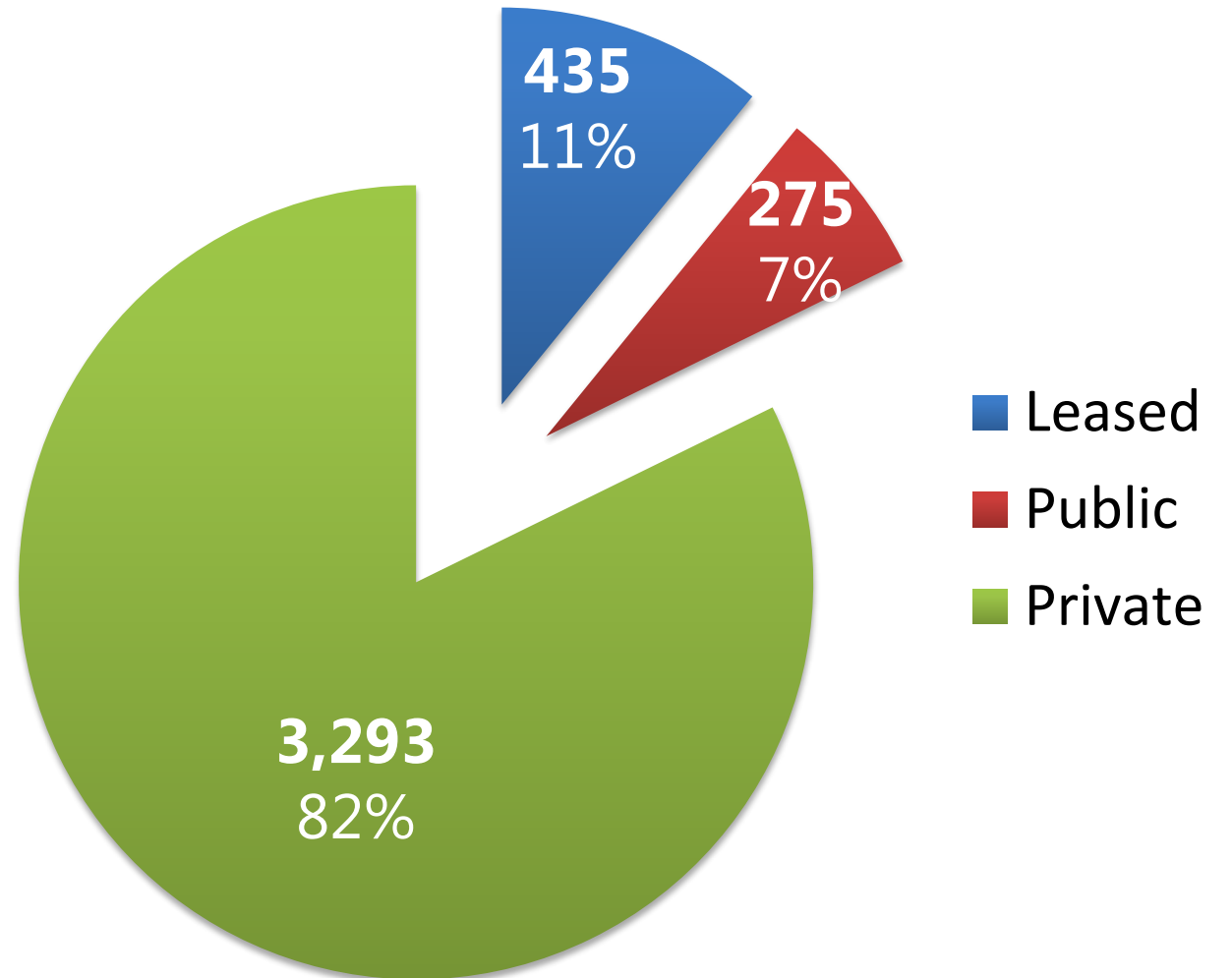


- Private property owners control

- 3,293 spaces in 145 lots

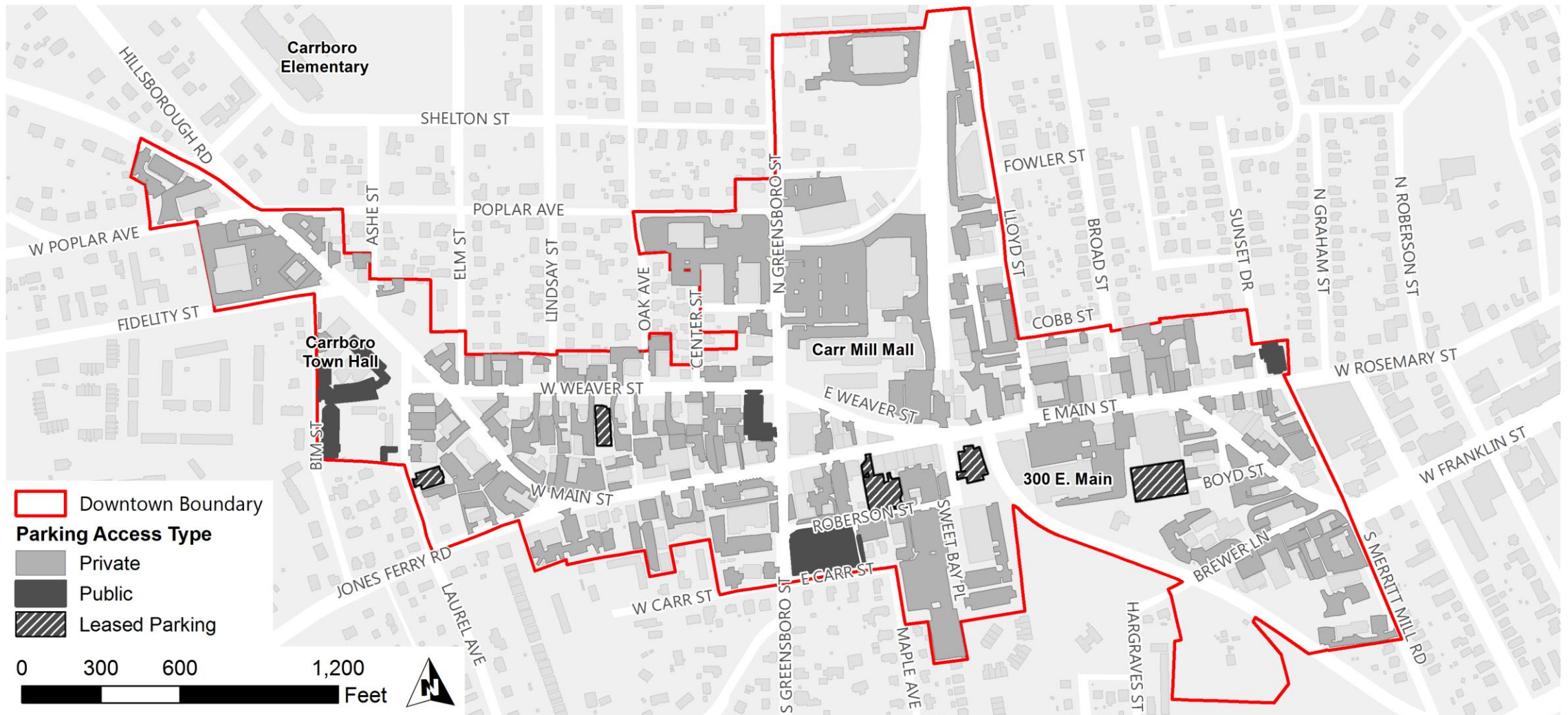
- **4,003 total parking spaces**

## Parking Spaces by Type

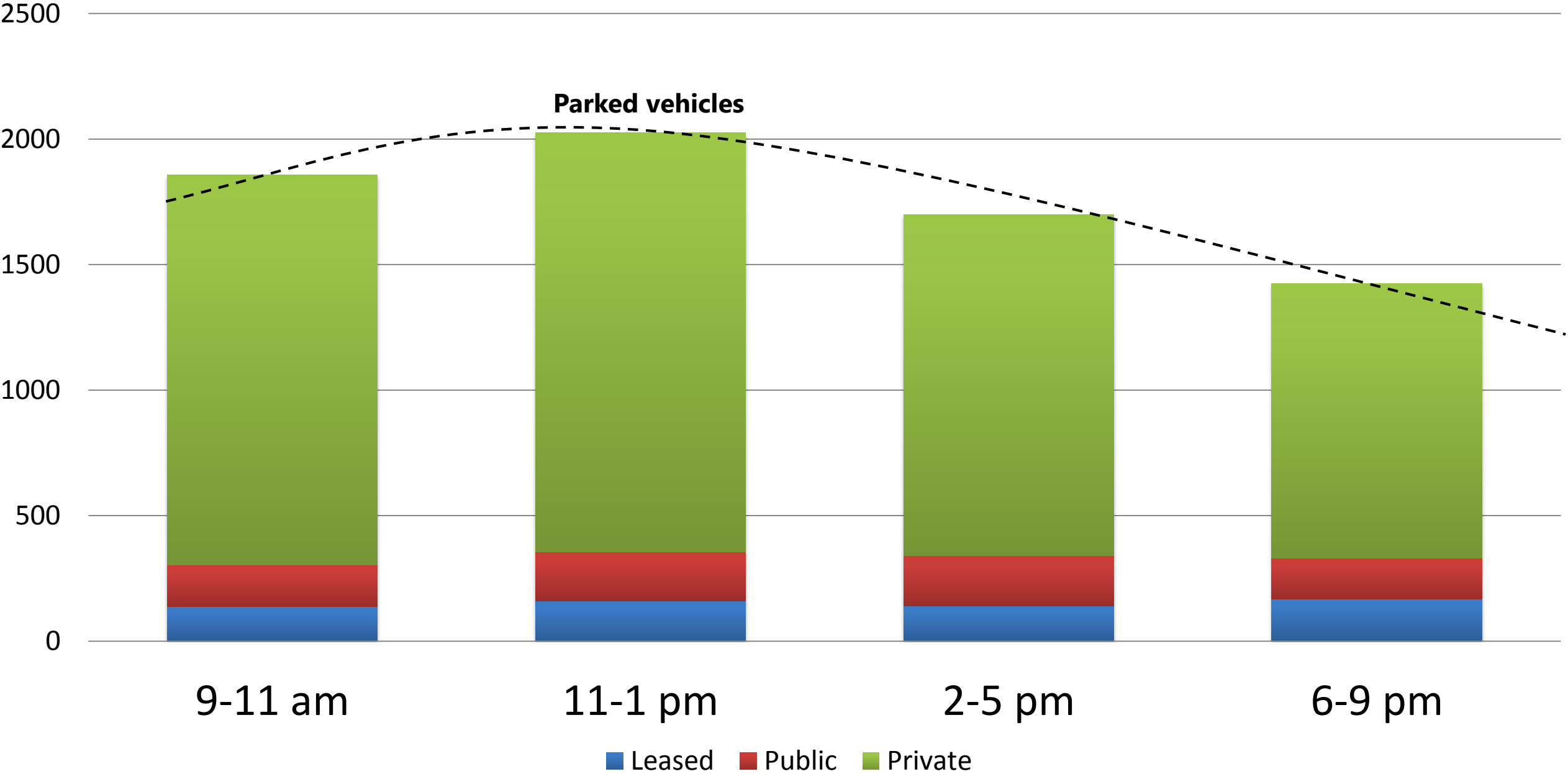




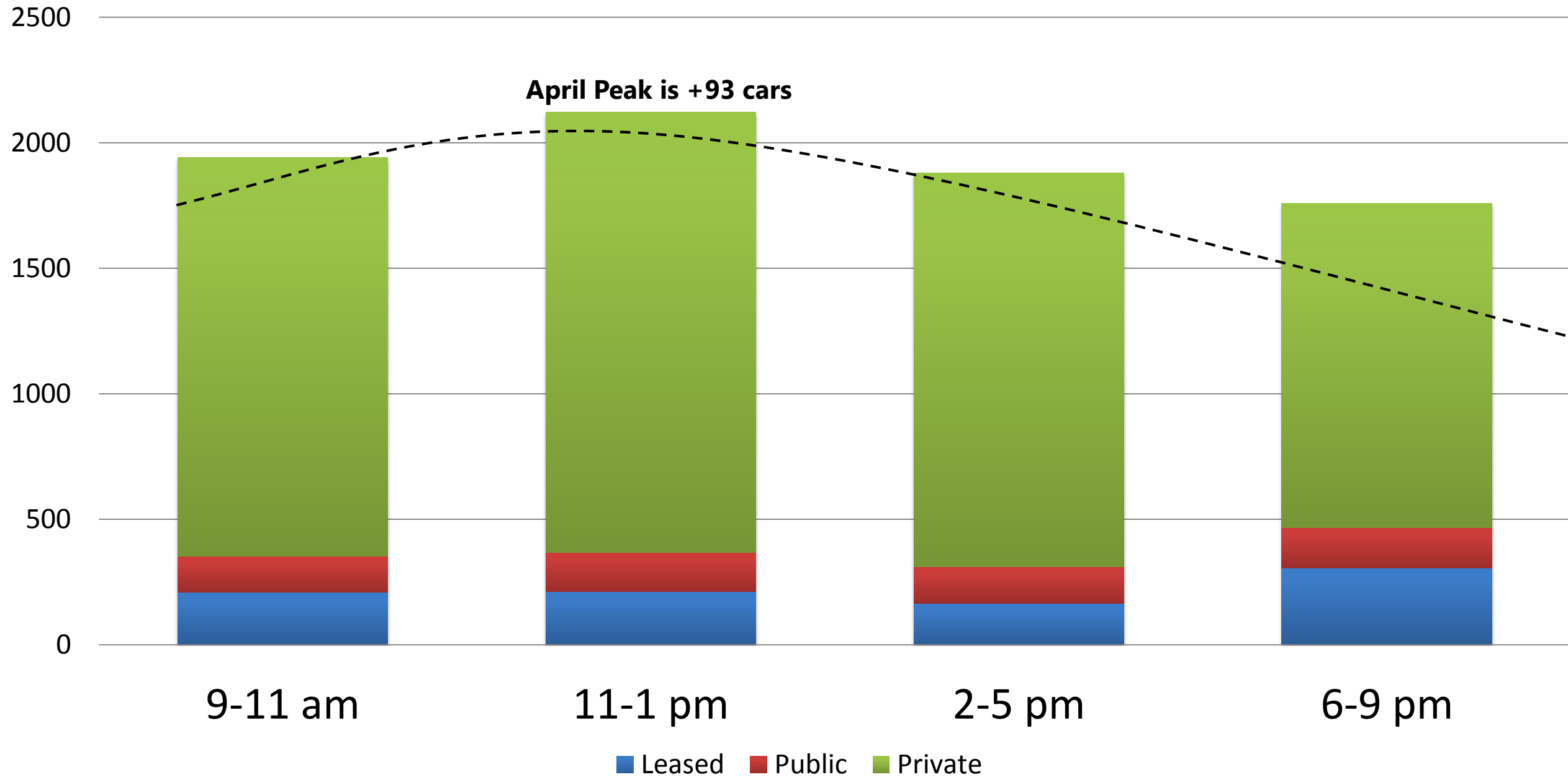
# Did you know?



# Parked Cars by Time of Day (January)

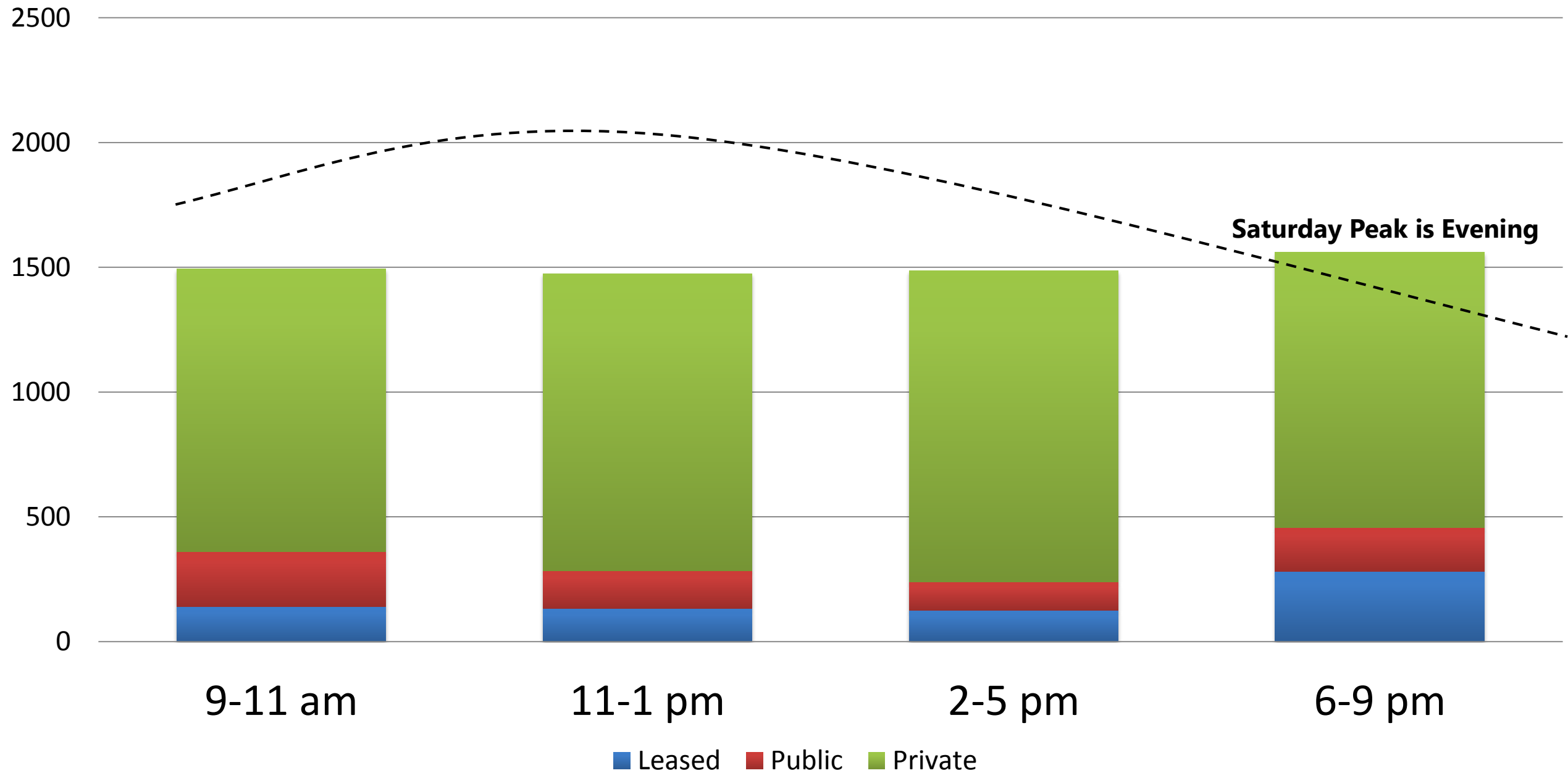


# Parked Cars by Time of Day (April)

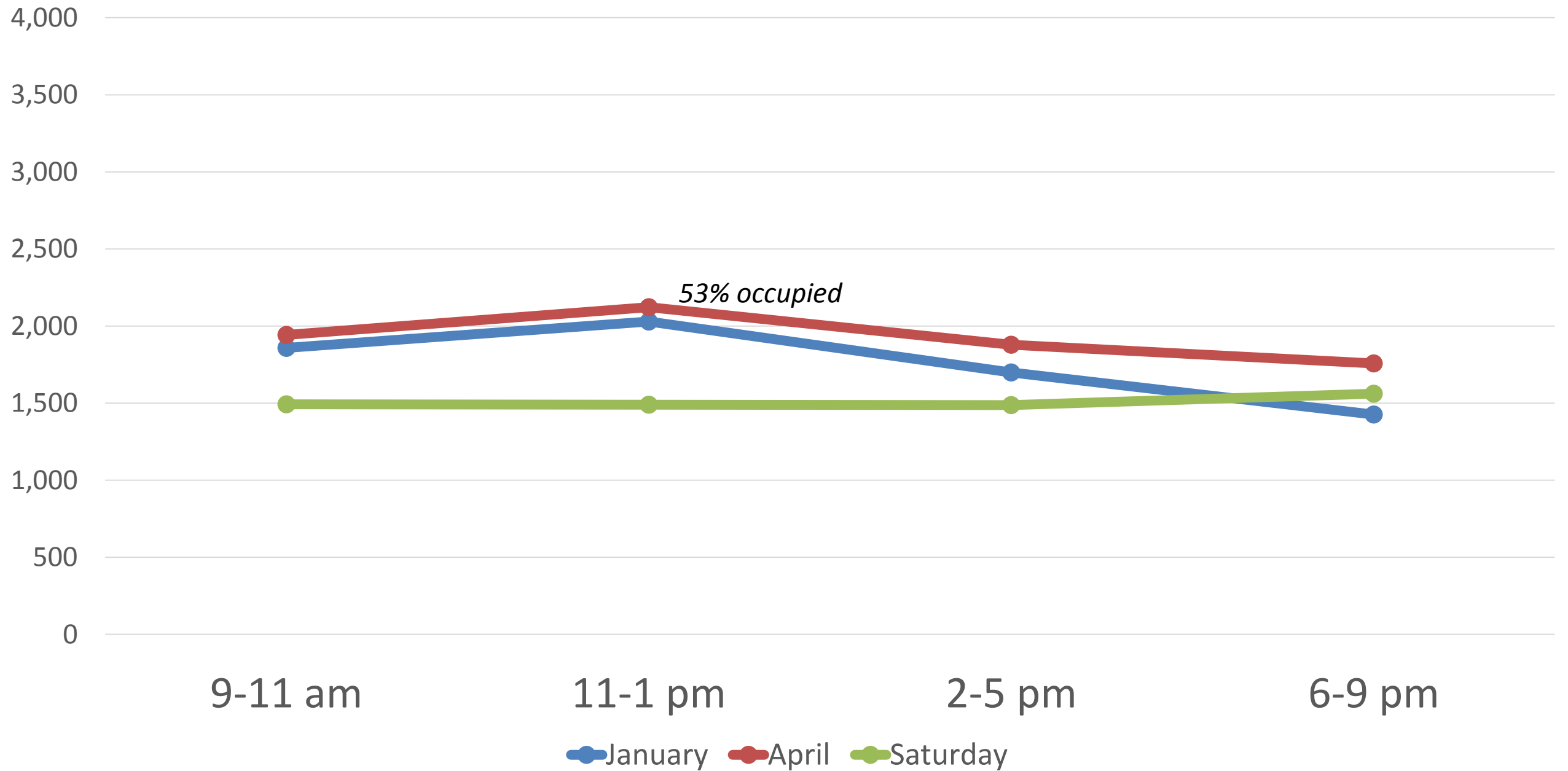




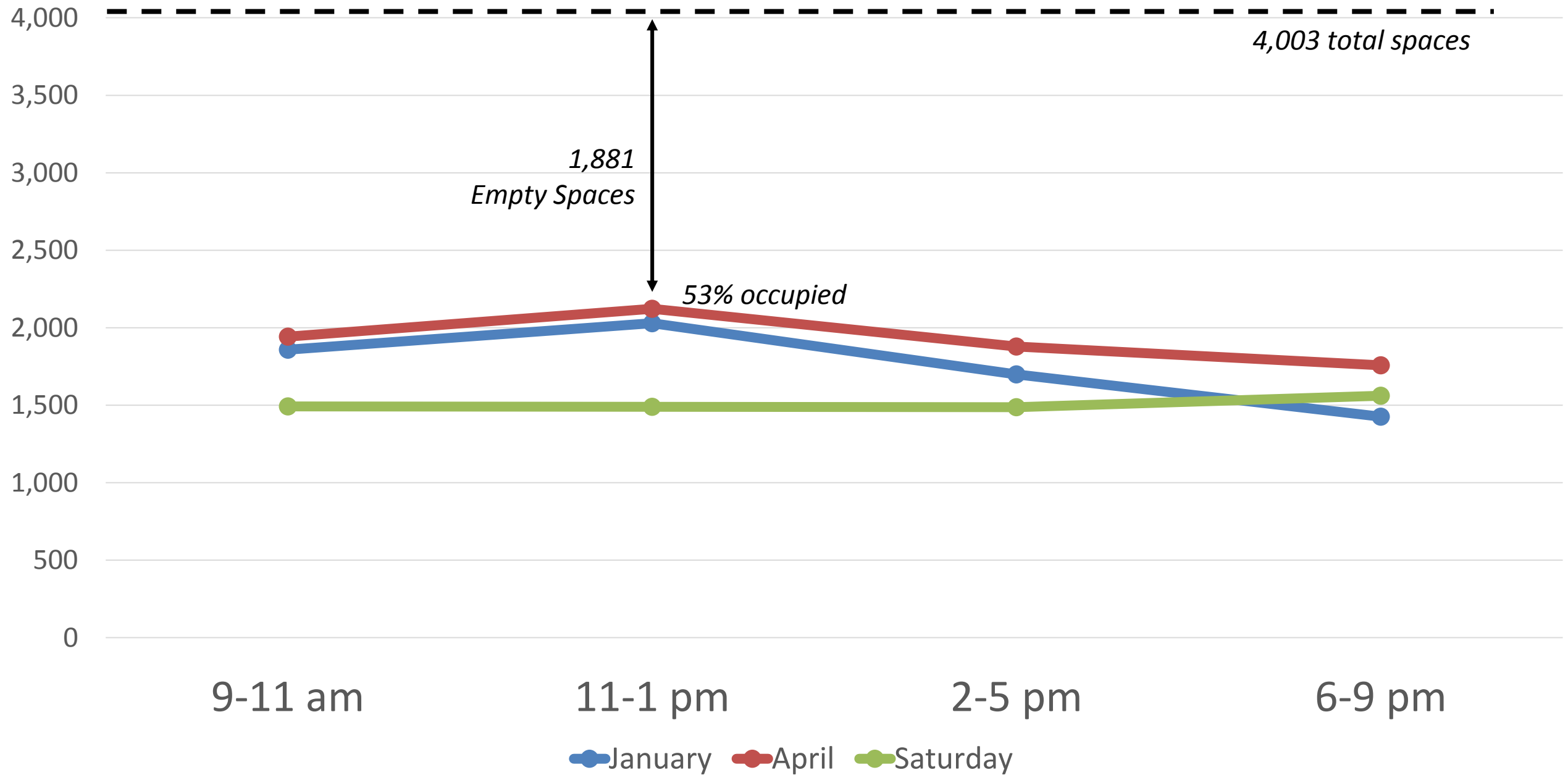
# Parked Cars by Time of Day (Saturday)



# Total Cars Observed



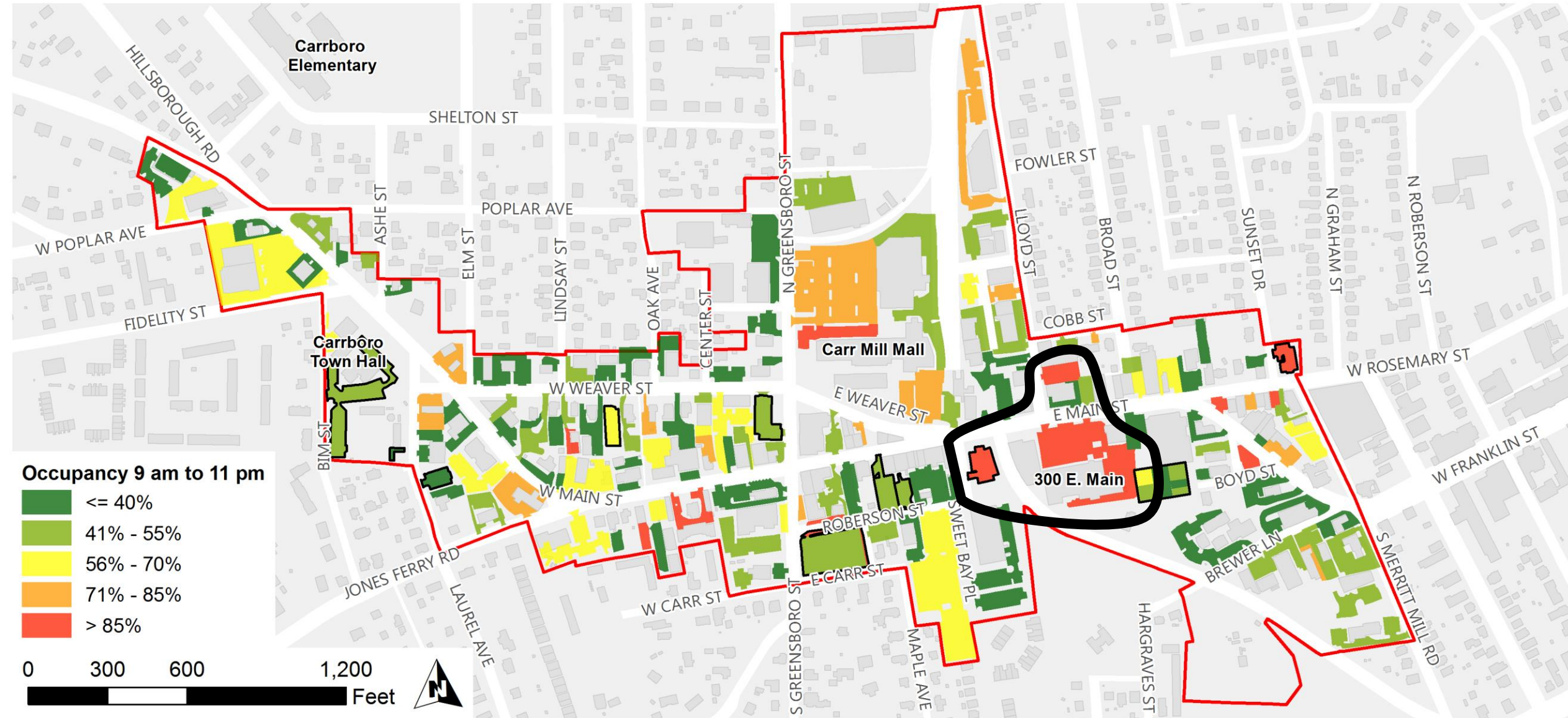
# Total Cars Observed





# 9 am to 11 am

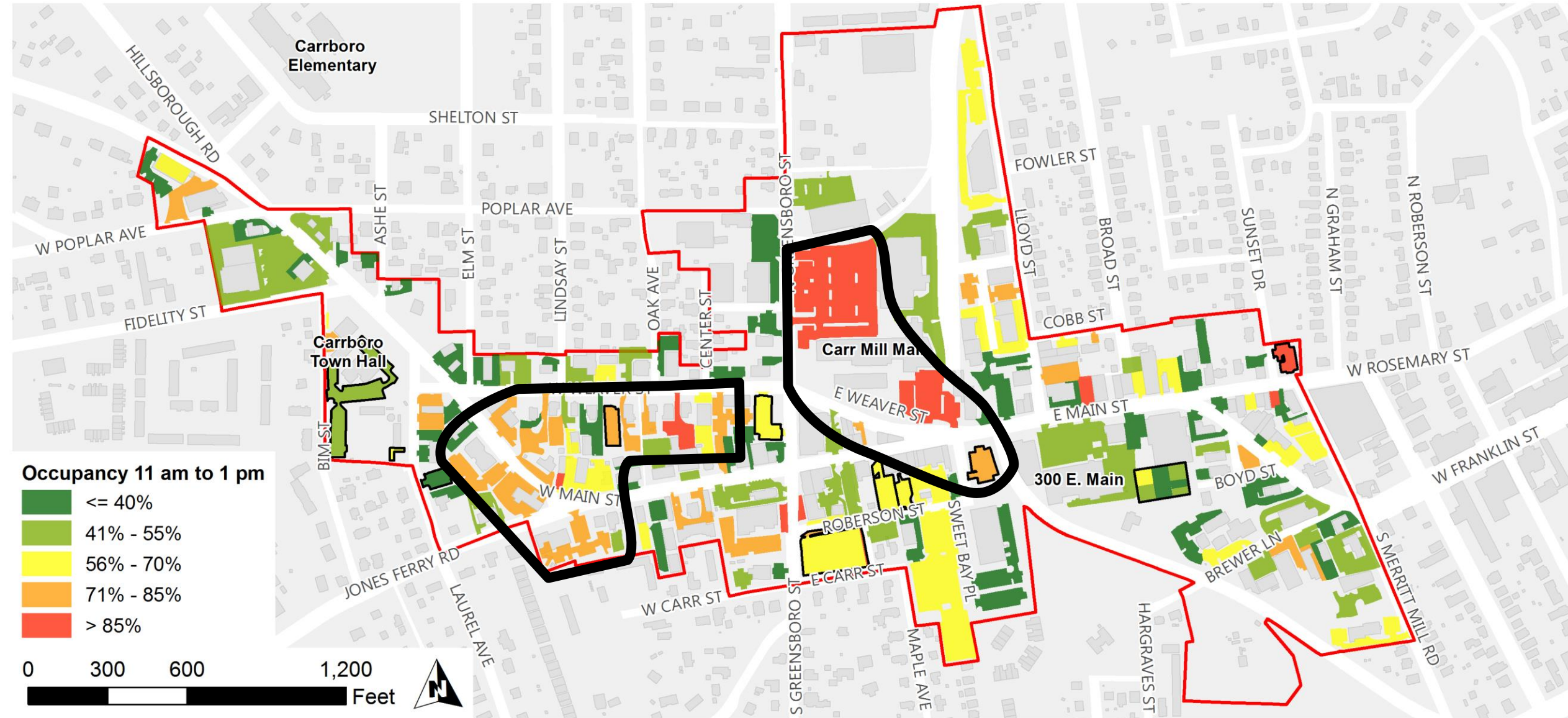
## Parking Occupancy by Lot (April)





# 11 am to 1 pm

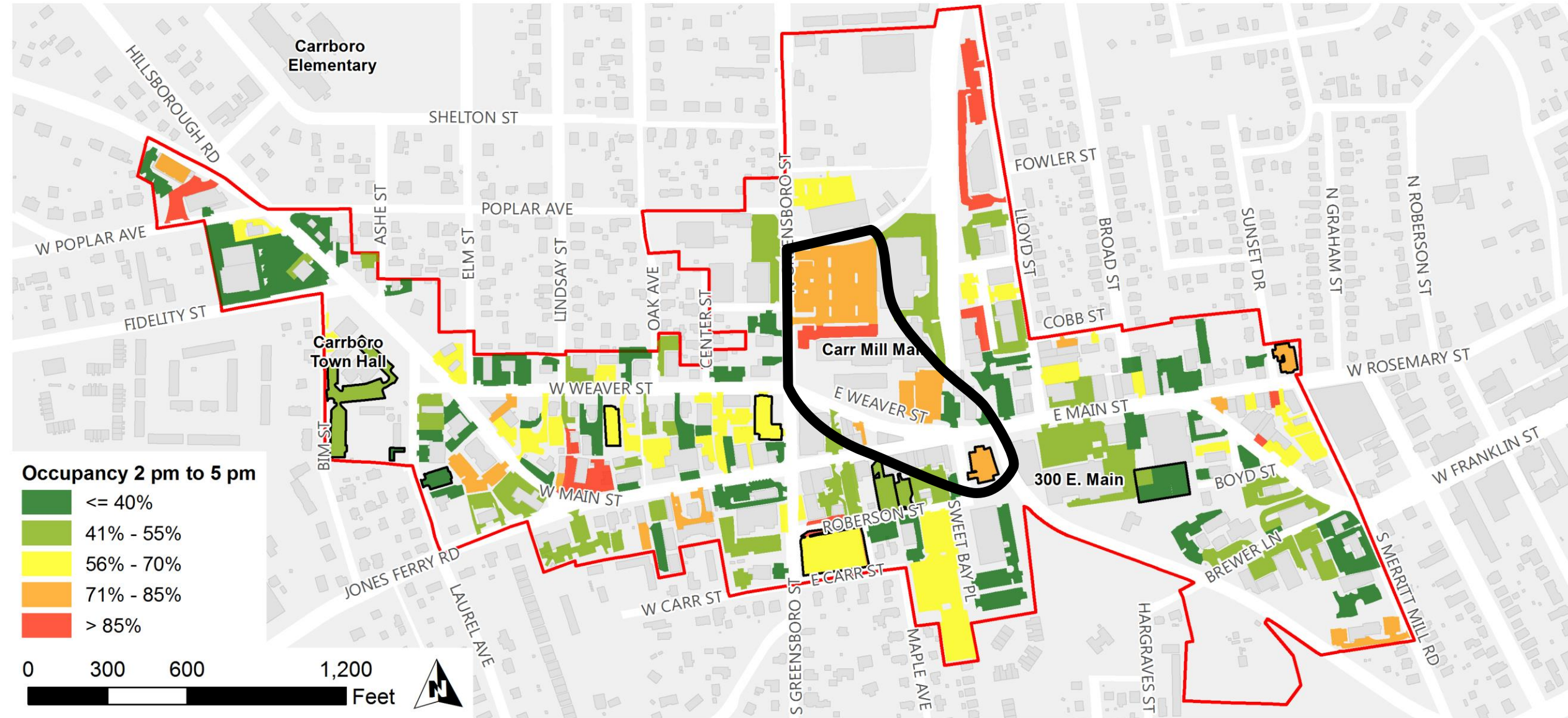
## Parking Occupancy by Lot (April)





# 2 pm to 5 pm

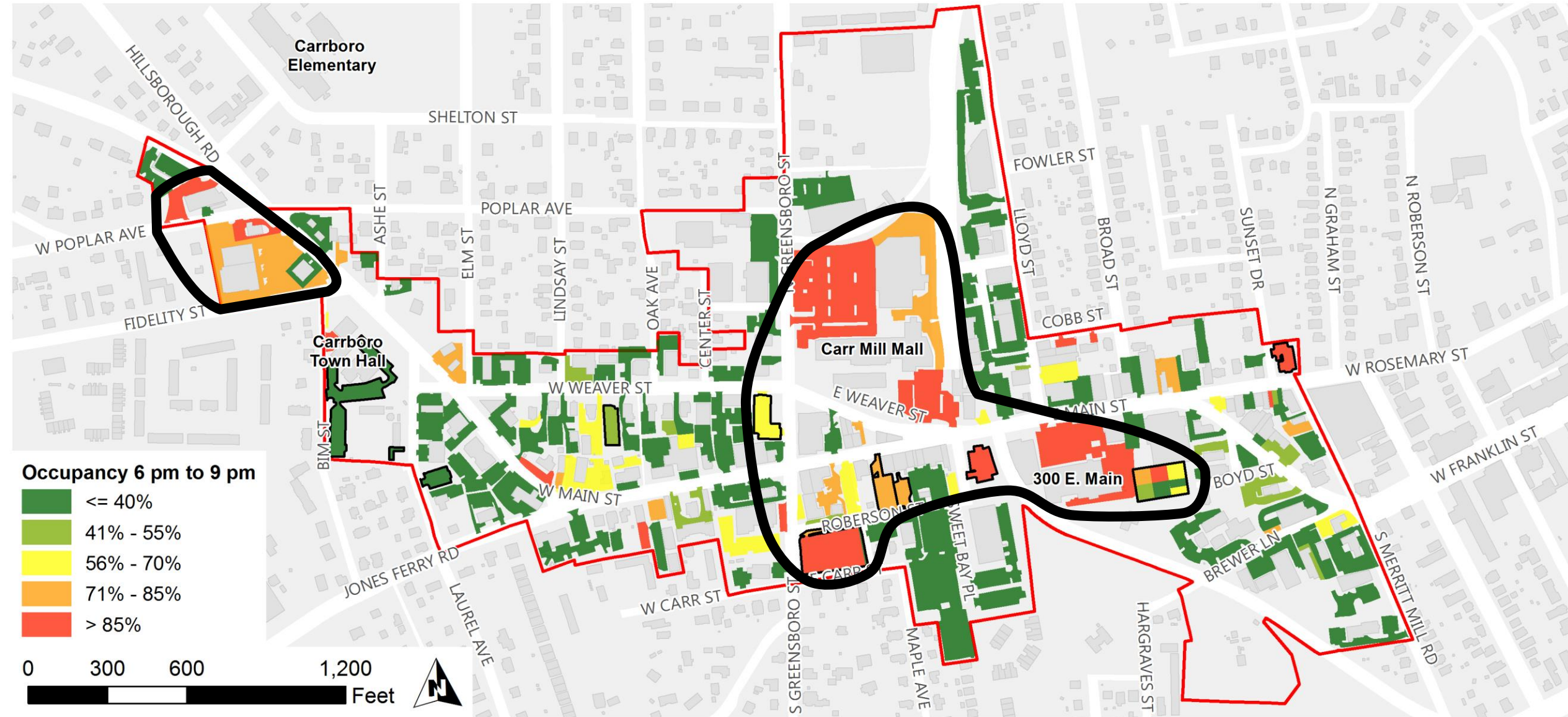
## Parking Occupancy by Lot (April)





## 6 pm to 9 pm

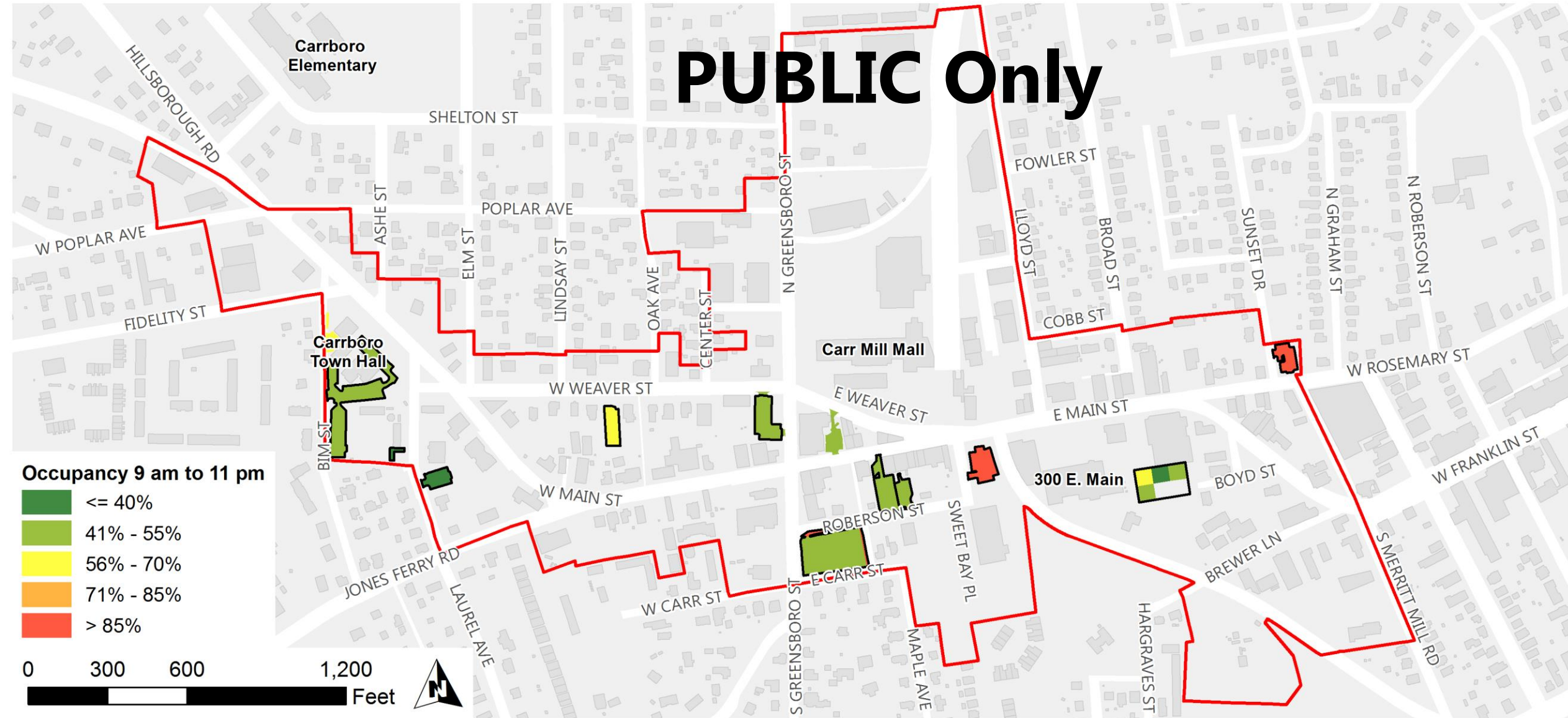
## Parking Occupancy by Lot (April)



# 9 am to 11 am

## Parking Occupancy by Lot

# PUBLIC Only

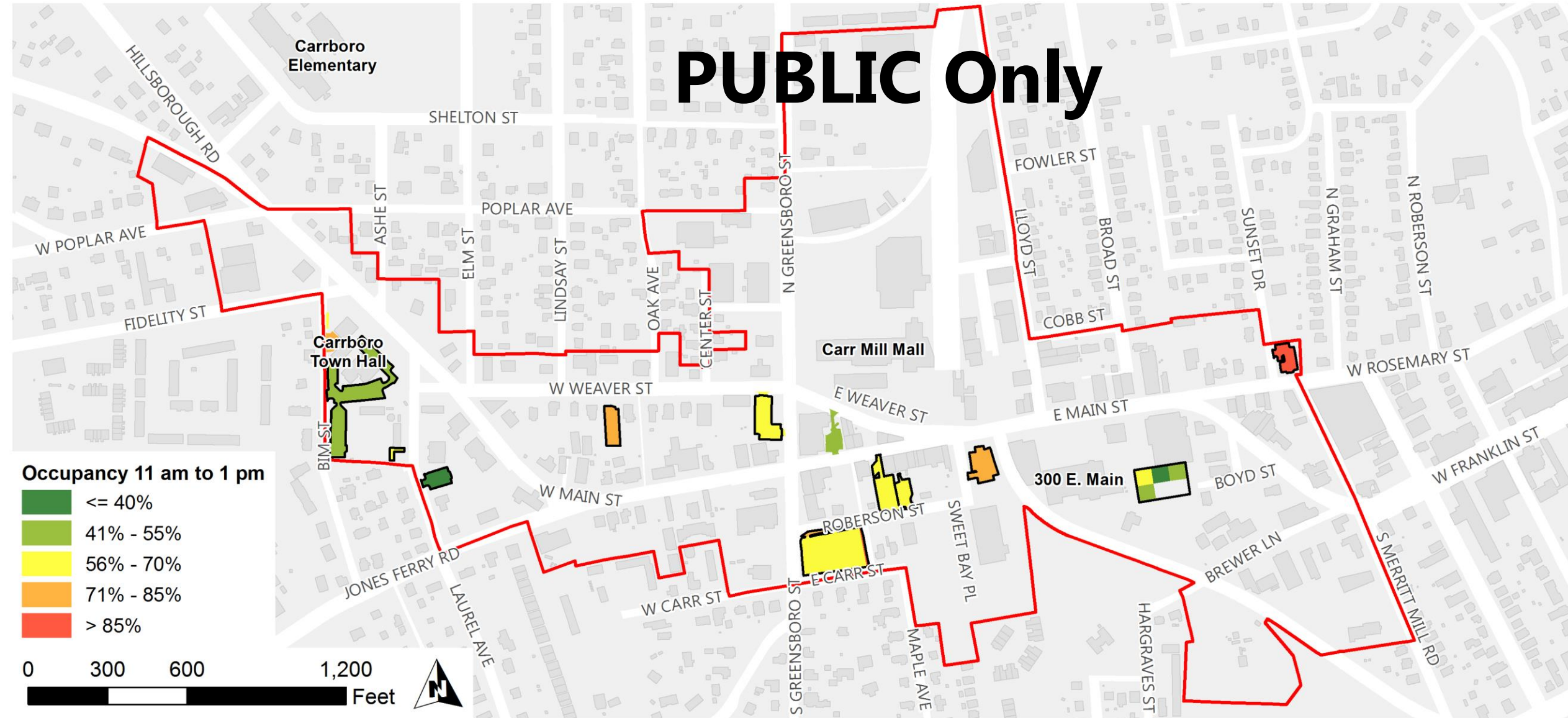




# 11 am to 1 pm

## Parking Occupancy by Lot

# PUBLIC Only

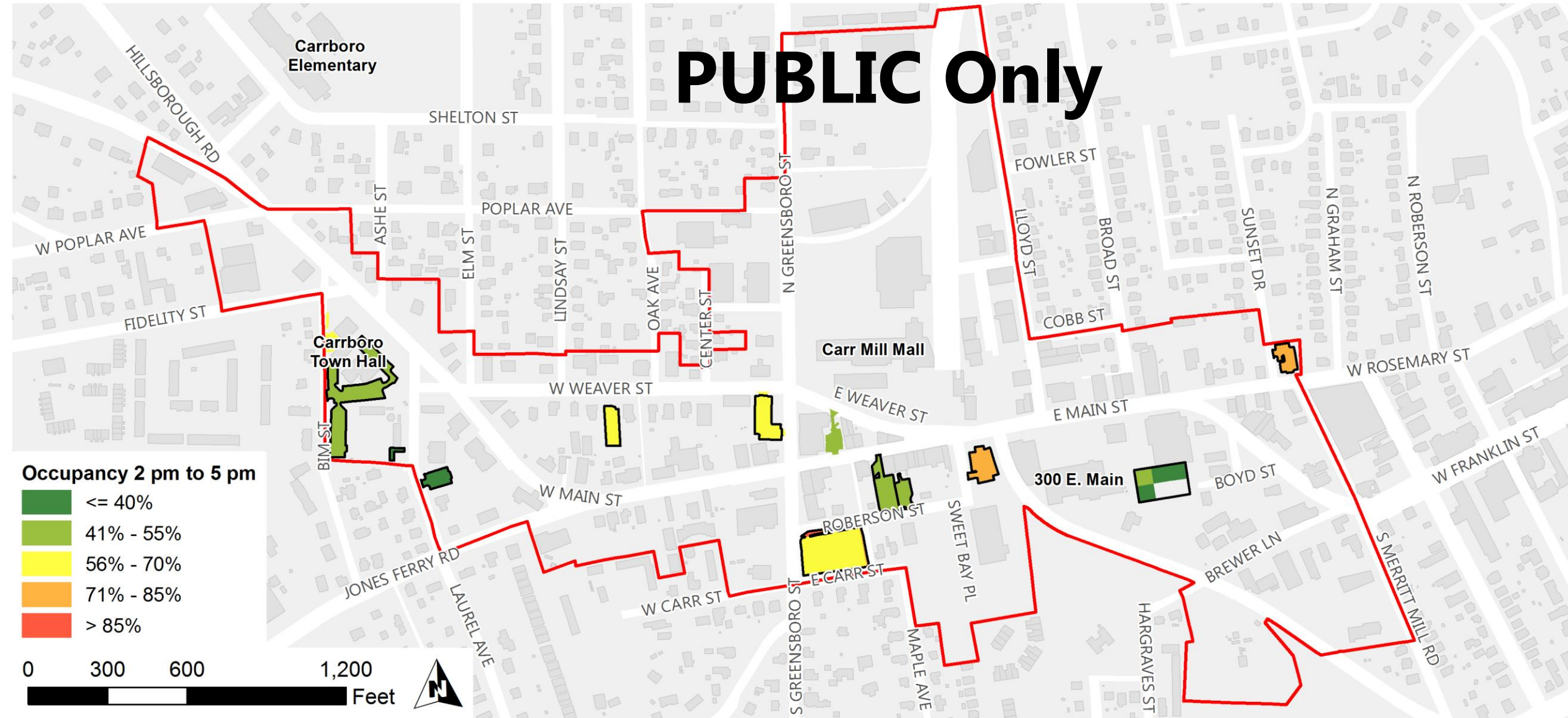




# 2 pm to 5 pm

## Parking Occupancy by Lot

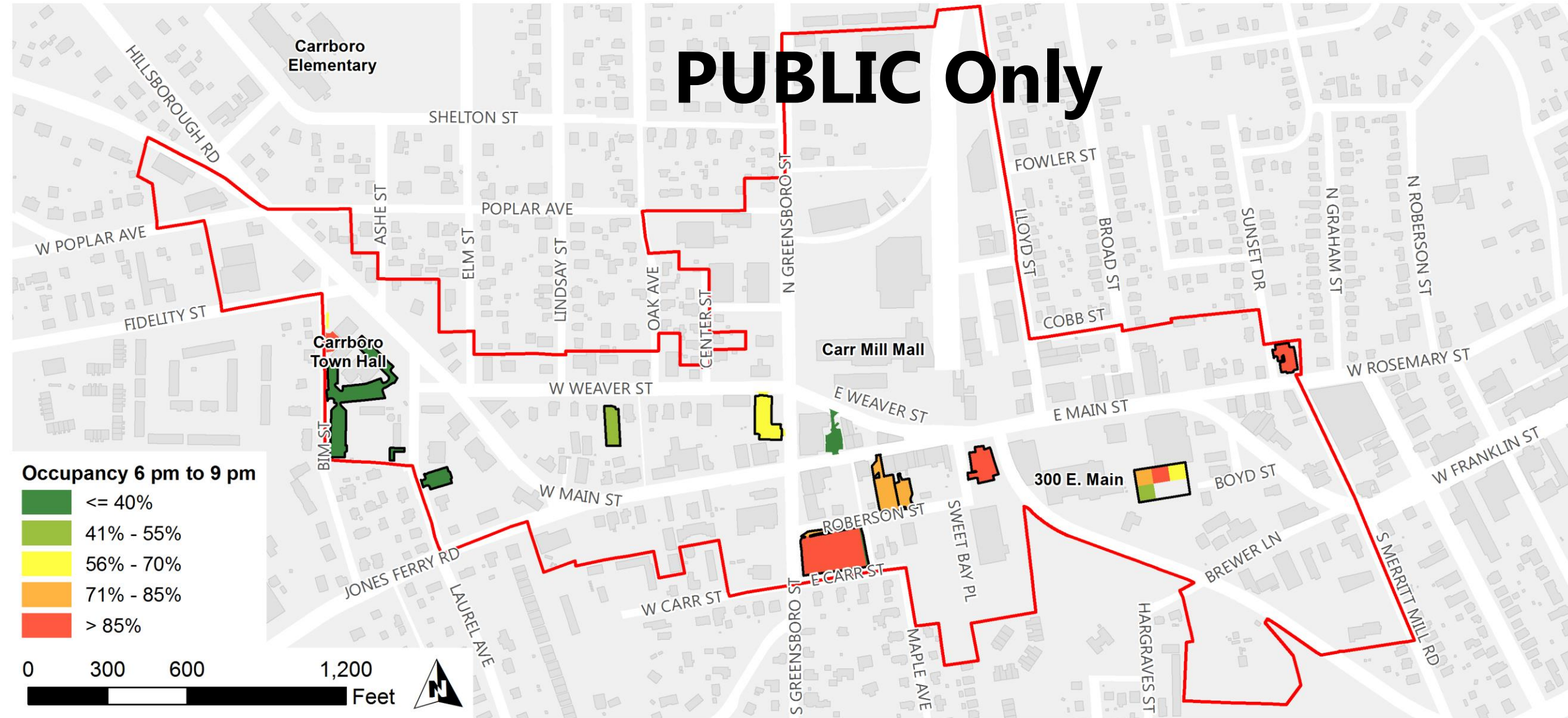
# PUBLIC Only



# 6 pm to 9 pm

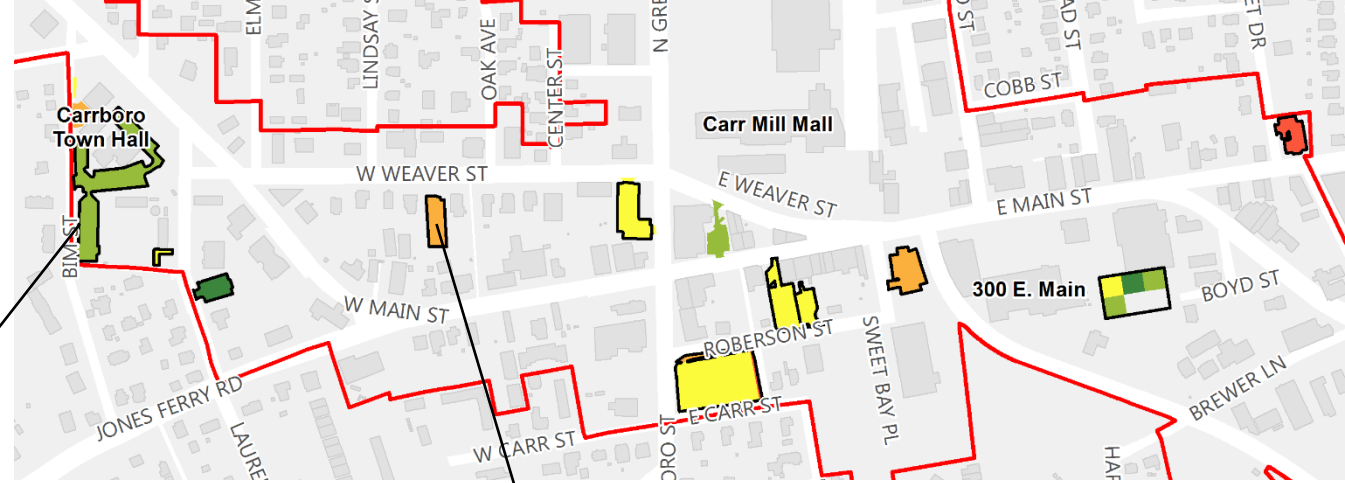
## Parking Occupancy by Lot

# PUBLIC Only

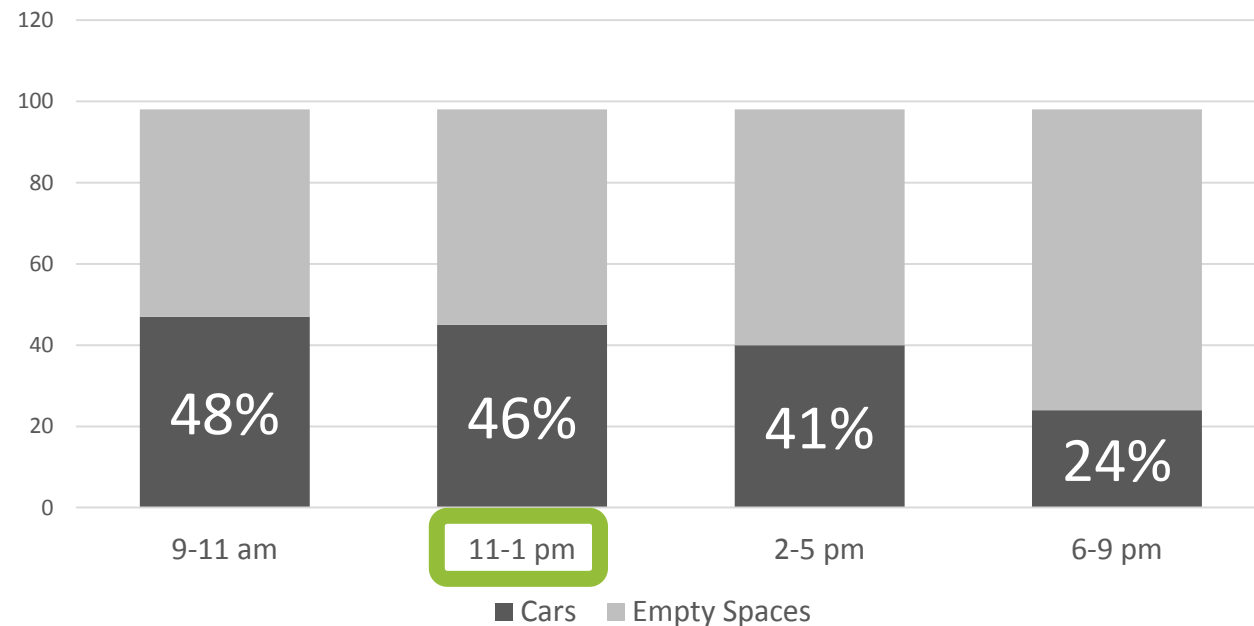


# Town Hall Area

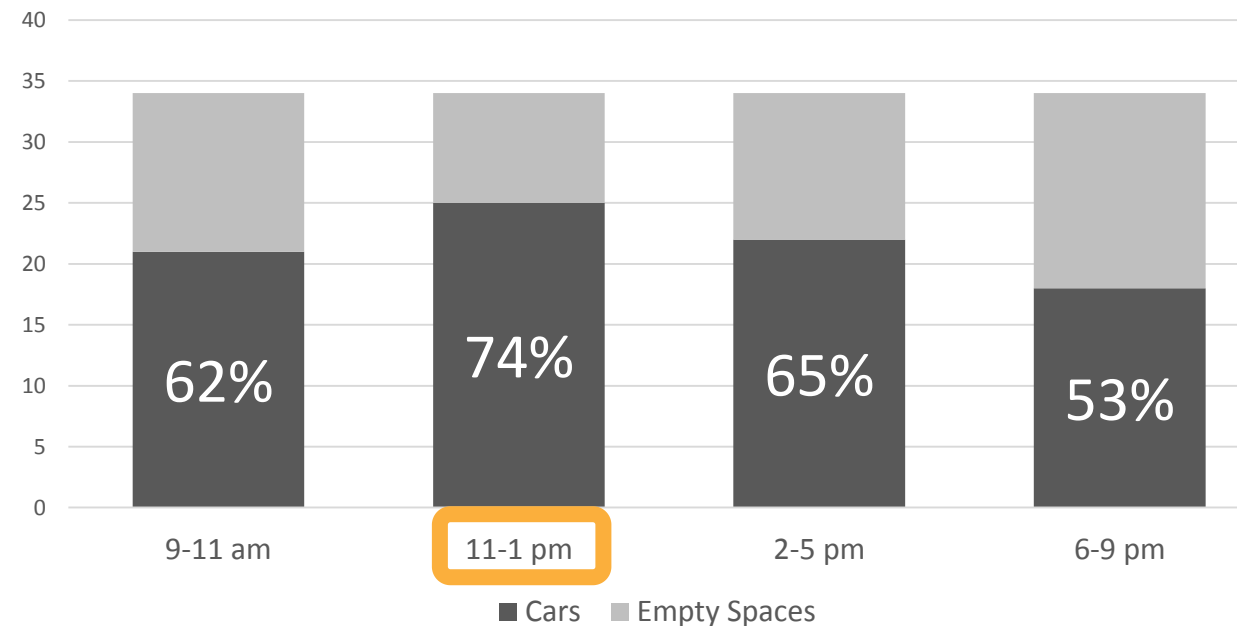
■ Occupancy by time of day



Town Hall / Town Commons



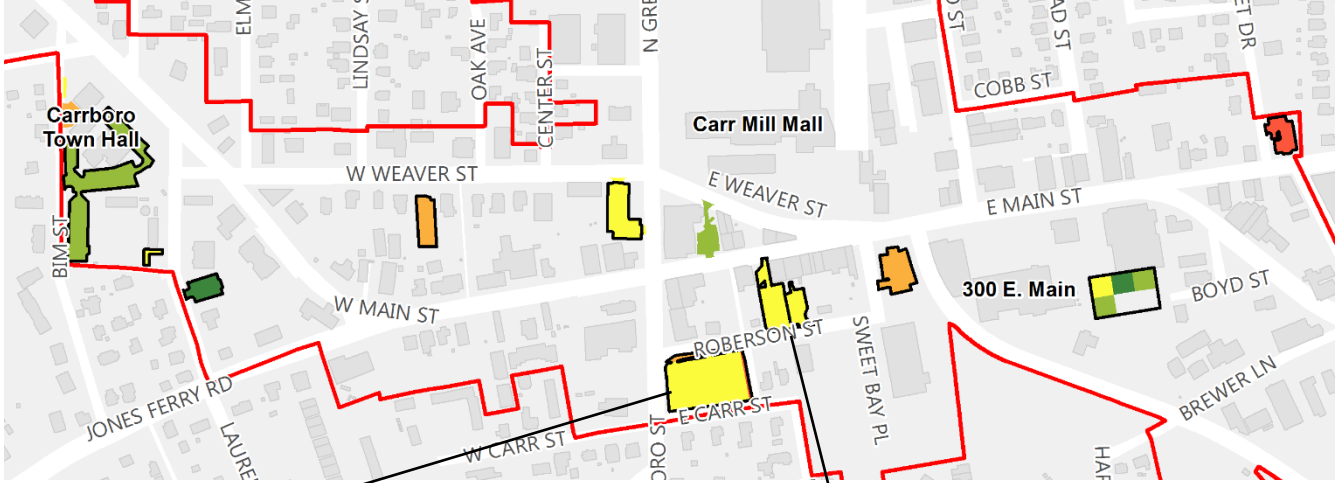
W Weaver St





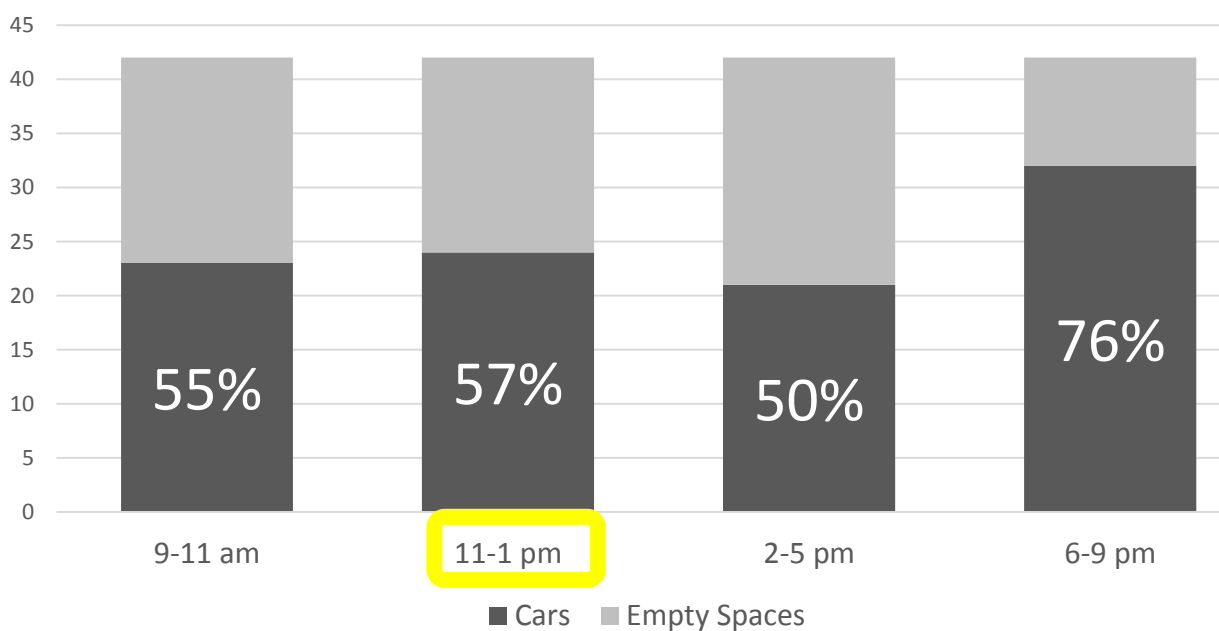
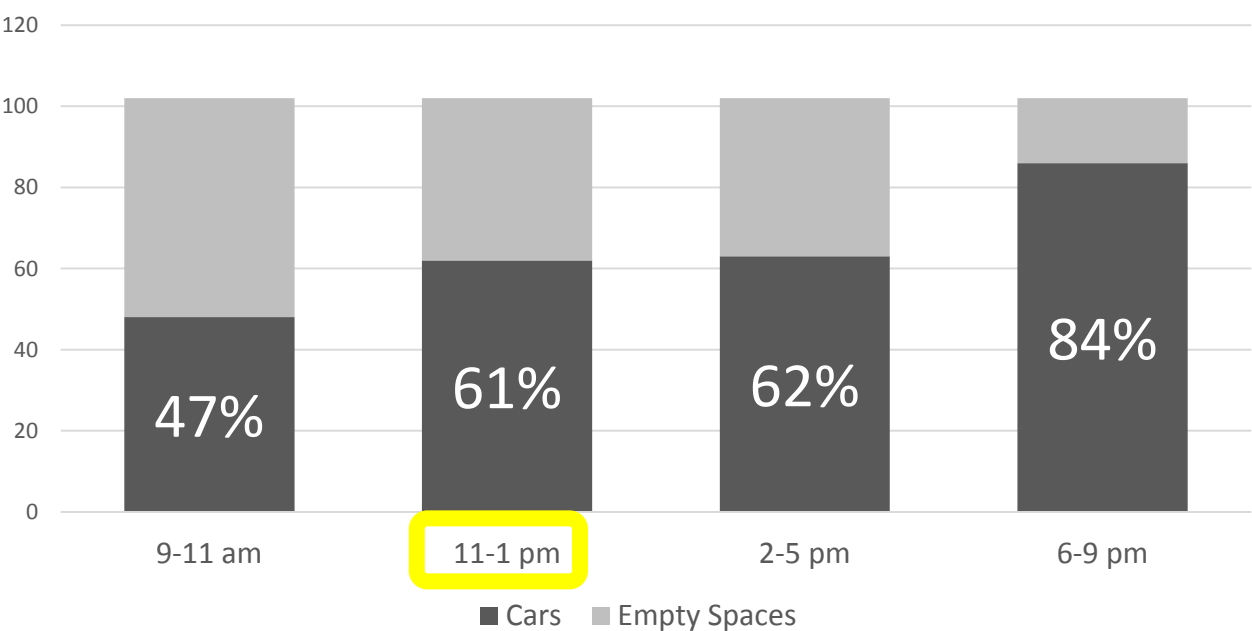
# Weaver / Main St Area

■ Occupancy by time of day



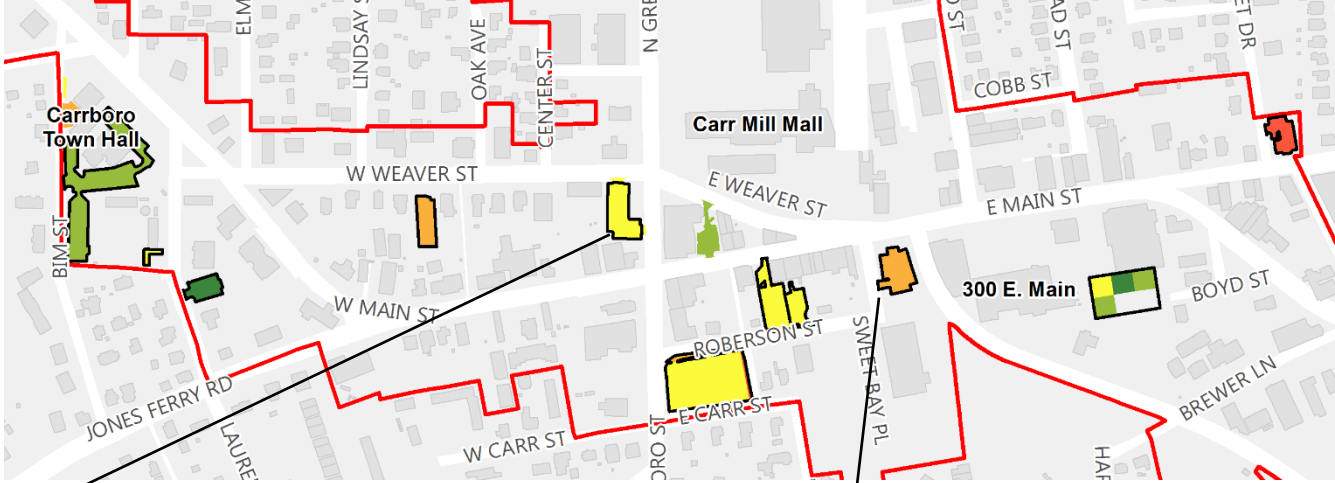
Greensboro Lot

E Main St/Acme Lot



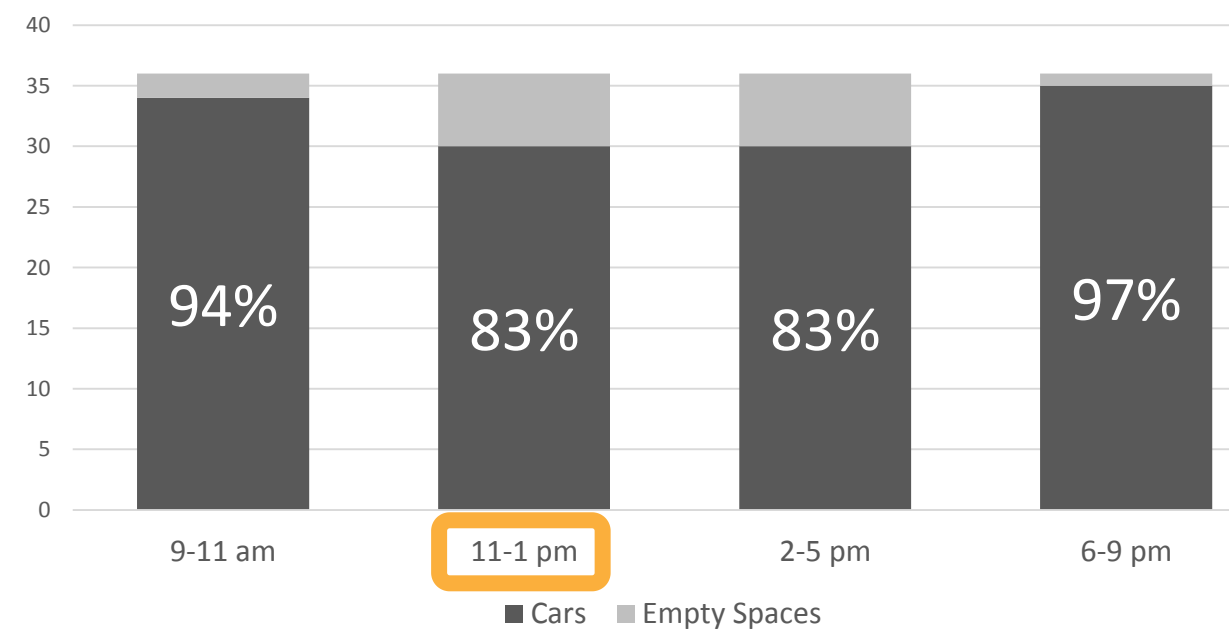
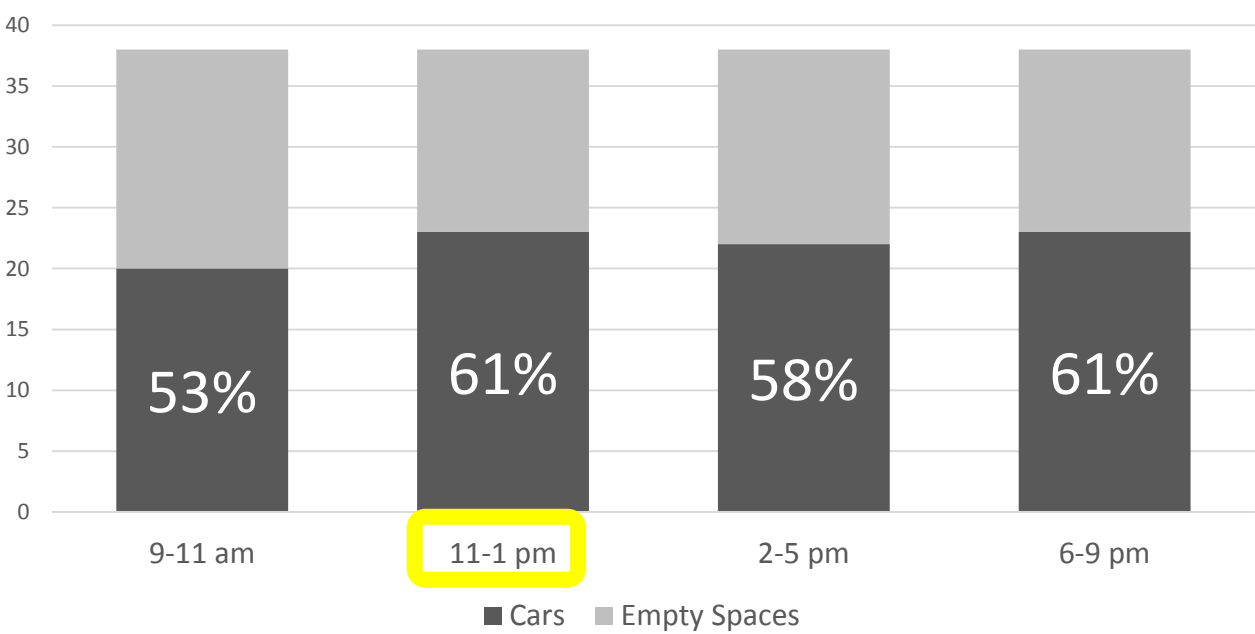
# Weaver / Main St Area

■ Occupancy by time of day



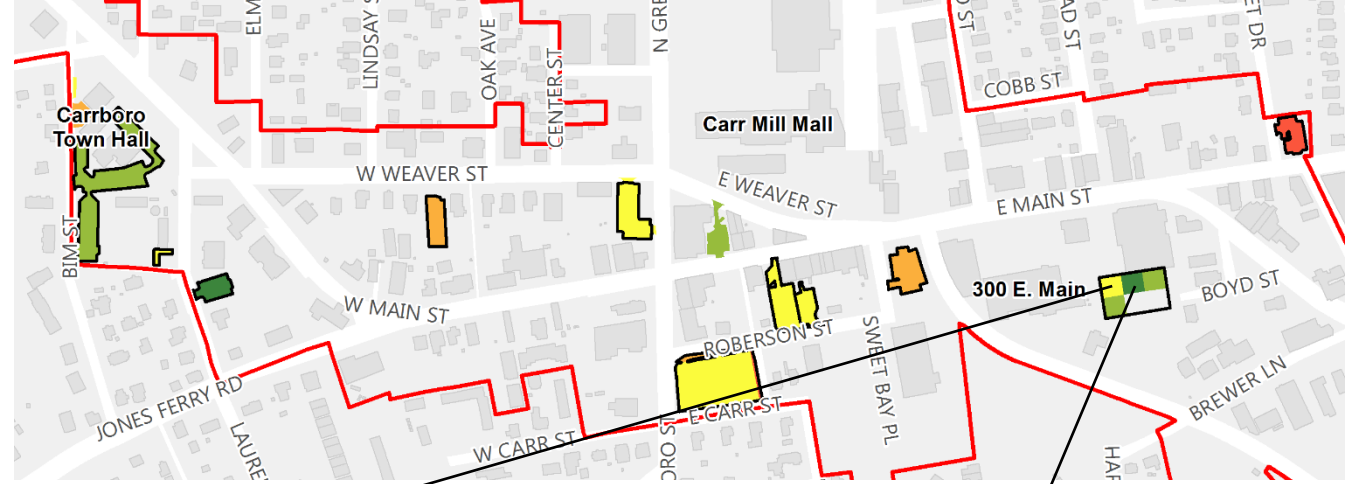
Century Center Lot

Armadillo Lot

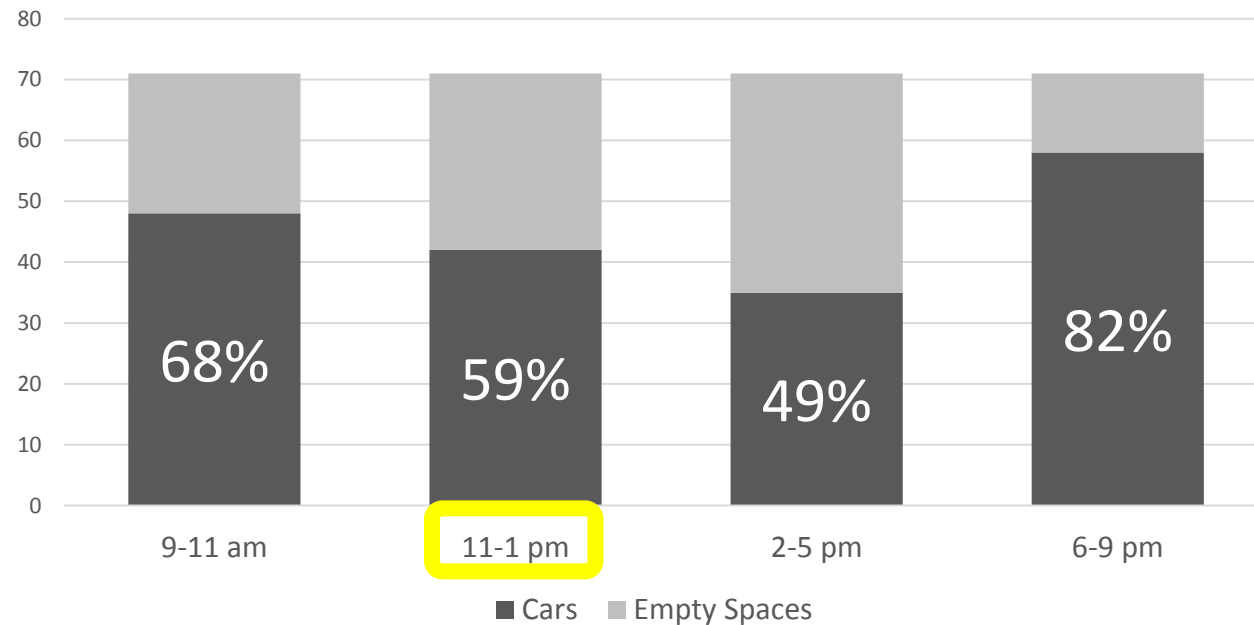


# Parking Deck

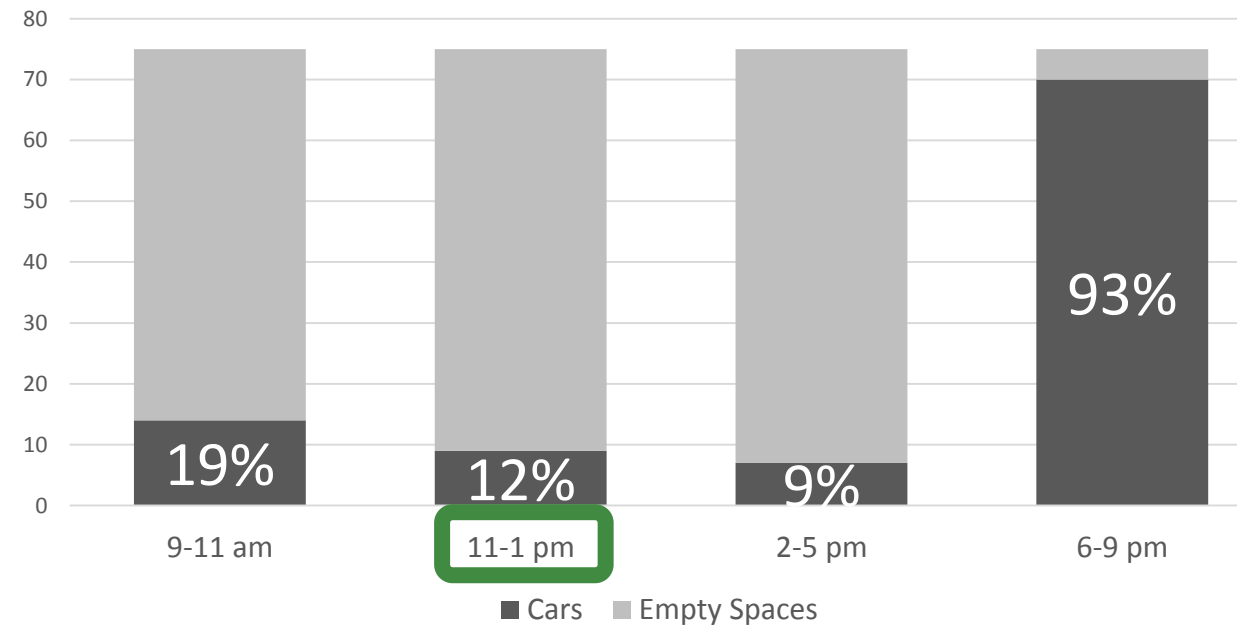
- Occupancy by time of day



Parking Deck - First Level



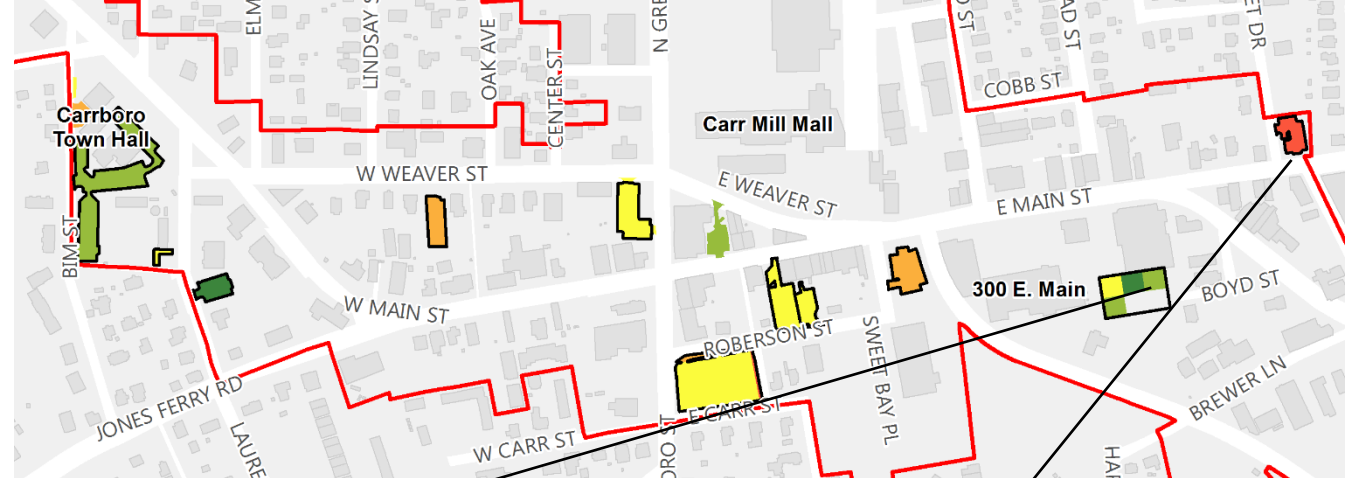
Parking Deck - Second Level



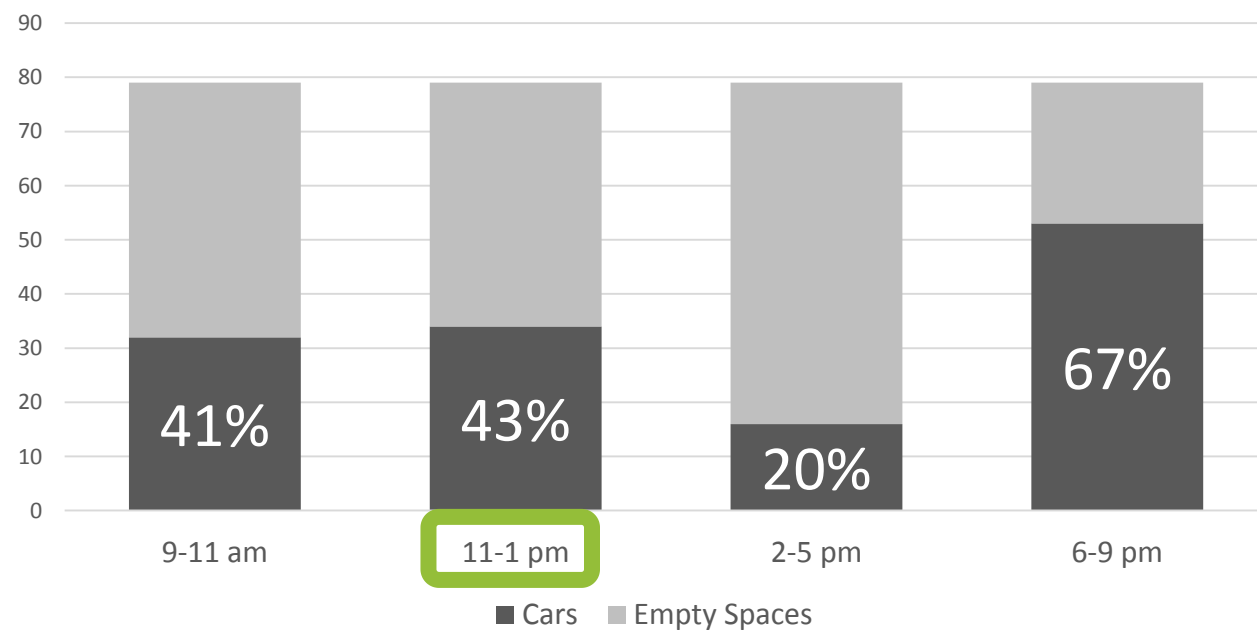


## E Main St Area

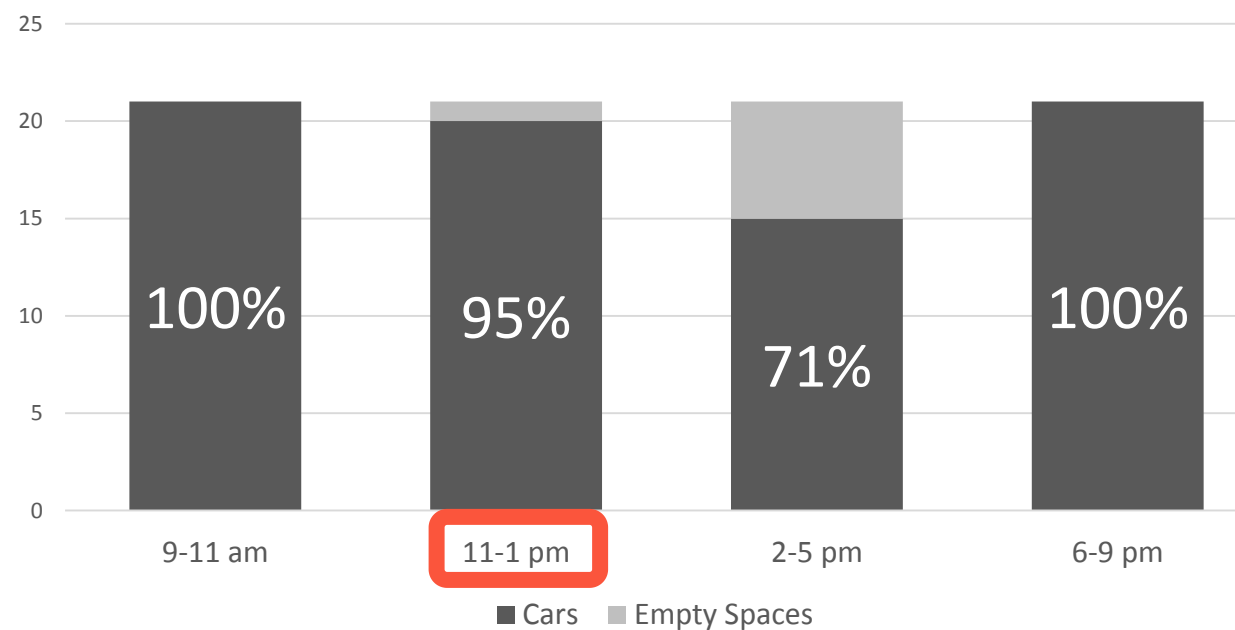
- Occupancy by time of day



## Parking Deck - Third Level

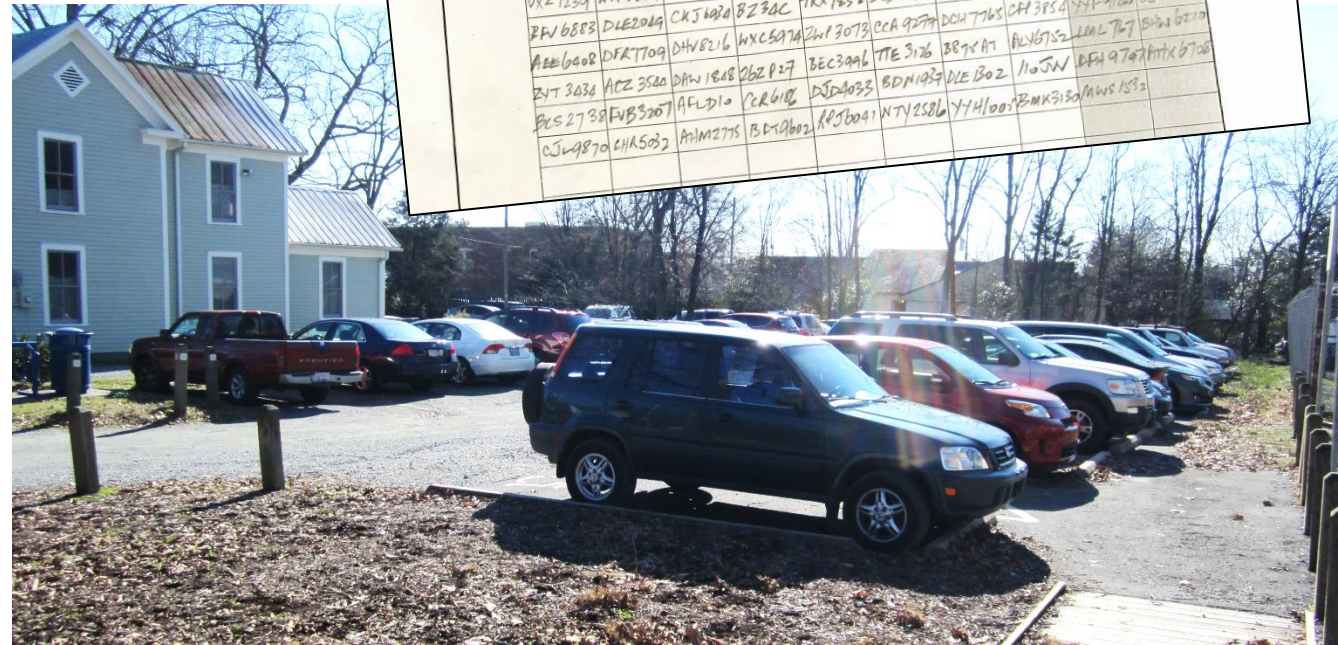


## Rosemary Street Lot



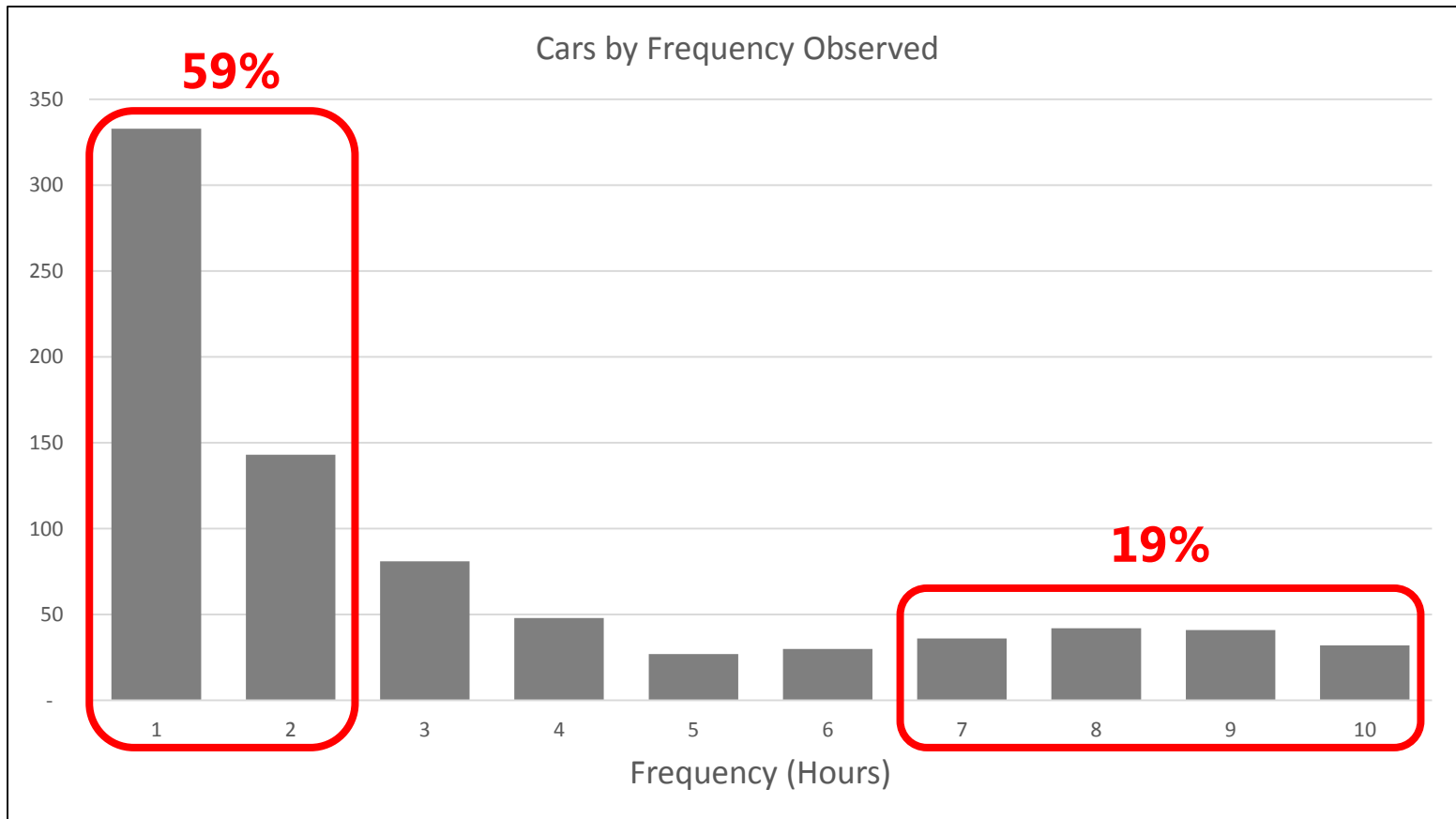
# Parking Turnover – Length of Stay Analysis

- Public parking lots only
- License plate observations 8 AM to 5 PM
  - 1 cycle per hour – 10 total cycles
- **2,646** individual license plates were observed
- **813** unique license plates (cars)

[illegible]

## Parking Turnover – *What does this mean?*

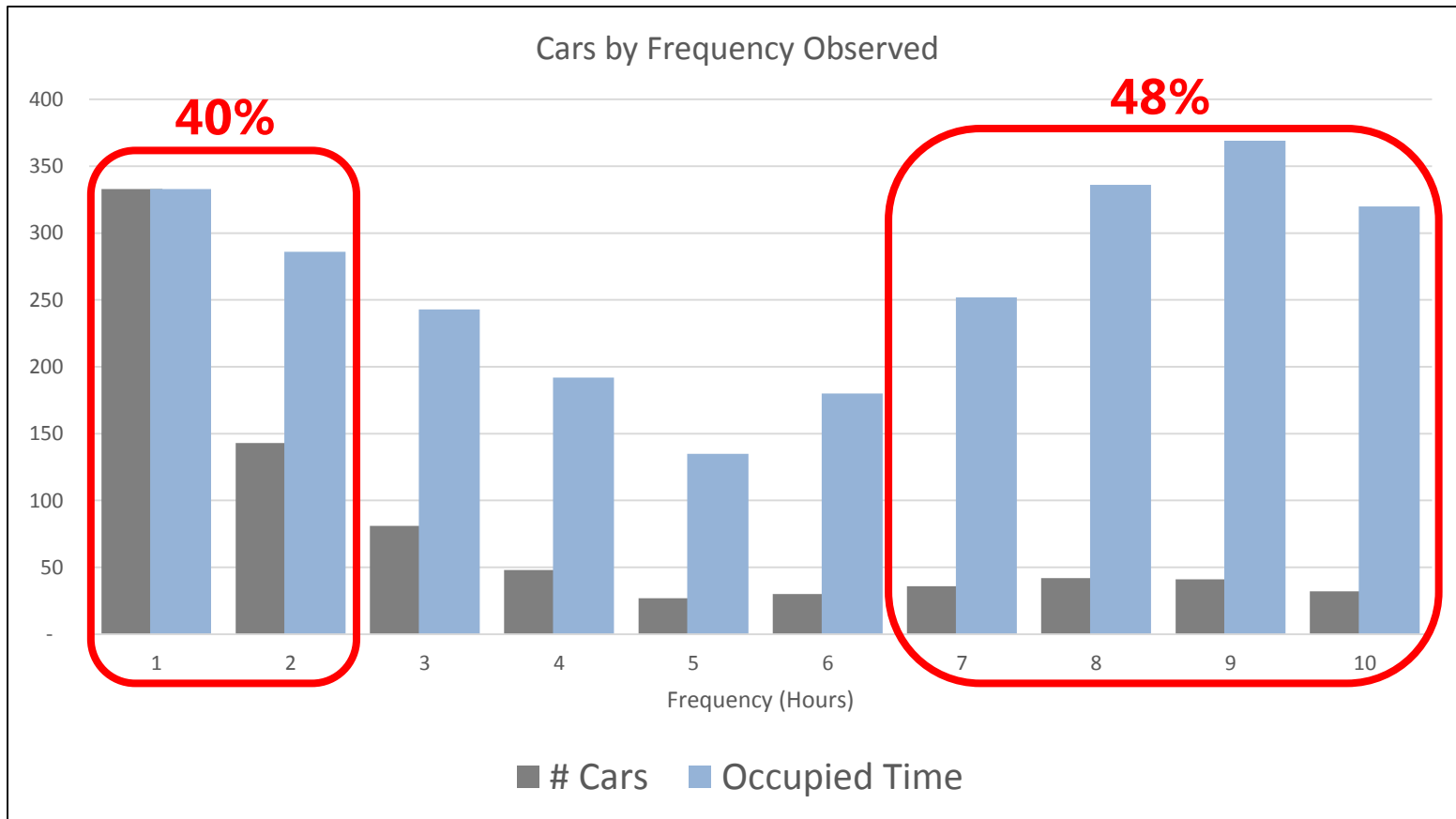
- 476 cars (59%) parked  $\leq$  **2 hours** (short-term visitors)
- 151 cars (19%) parked  $\geq$  **7 hours** (employees)





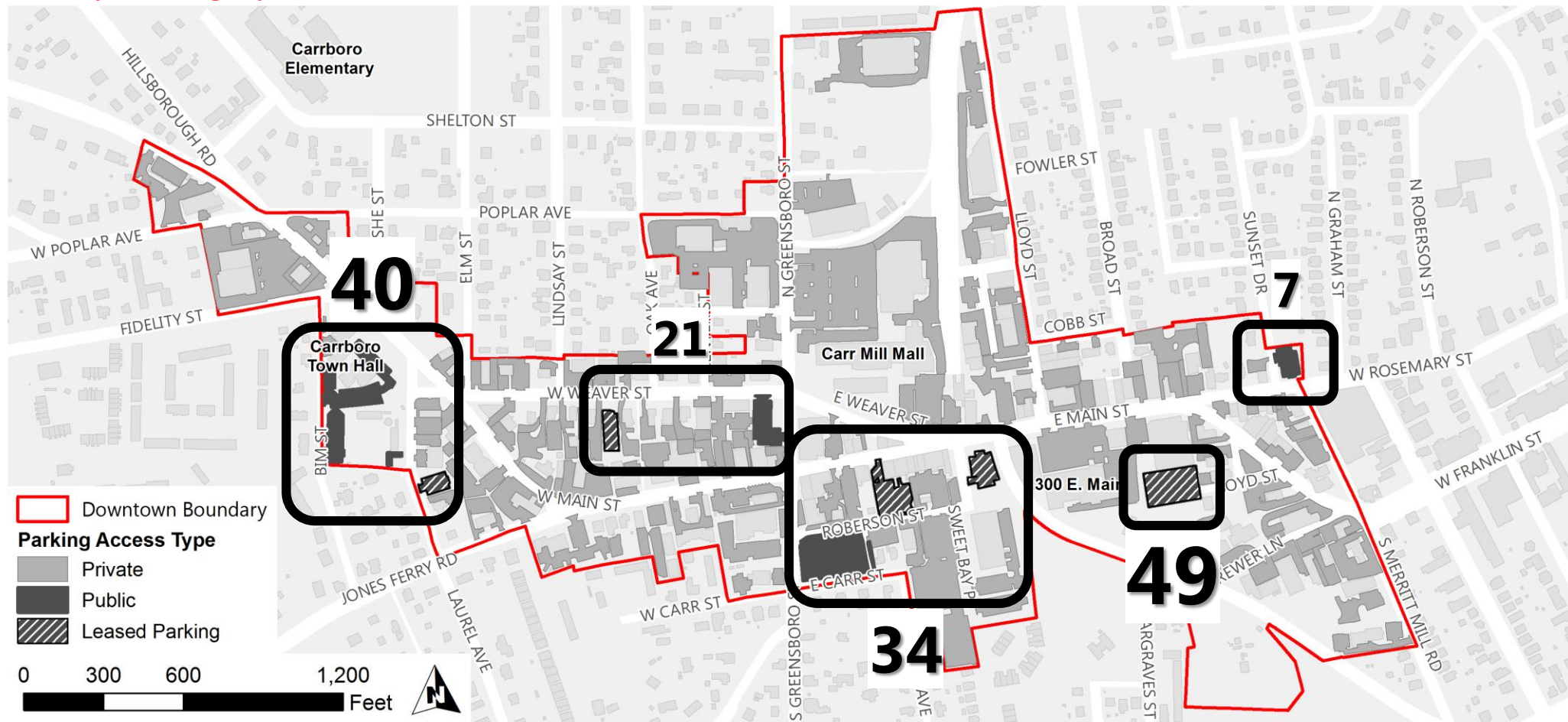
# Parking Turnover – *What does this really mean?*

- 476 cars represent 40% of the “occupied time”
- 151 cars represent 48% of the “occupied time”
  - Contributes to perception



# Parking Turnover – *What does this really mean?*

- Of the 151 cars parked  $\geq 7$  hours (employees)
  - 38 reserved parking spaces



# Potential Management Strategies





# *Draft*

## Potential Management Strategies

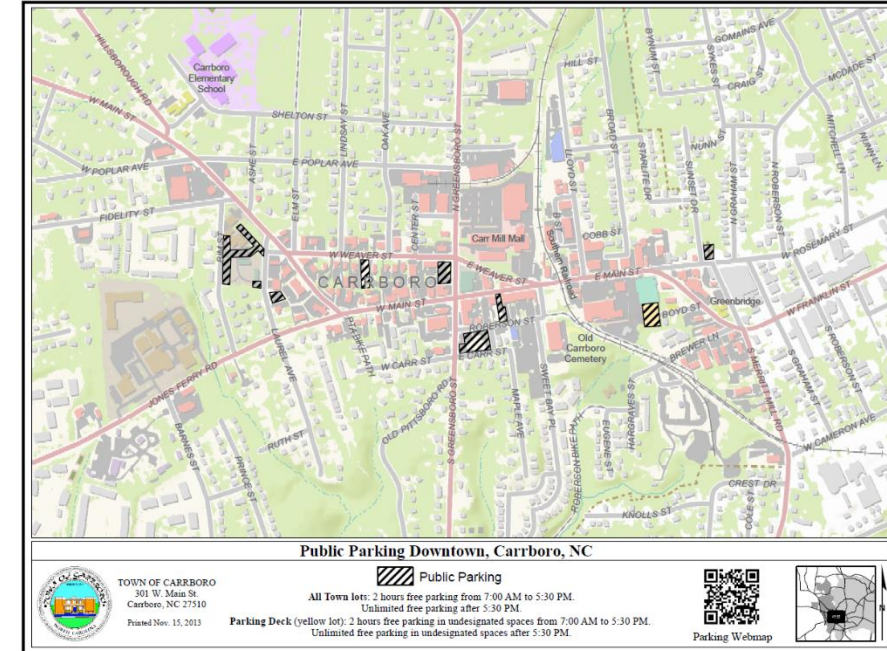
- Education
- Encouragement
- Enforcement
- Evaluation
- Engineering
  - “Just build more parking”



# Potential Management Strategies

# Draft

- Education
  - Update Carrboro parking map & promote
    - Communicate short walking-times
    - Walk [Your City] signage
  - ParkCarrboro App (contest)
  - Identify low-demand parking areas
  - Communicate unrestricted after 5:30 PM (public)
  - Remove unnecessary or confusing signage





# Potential Management Strategies

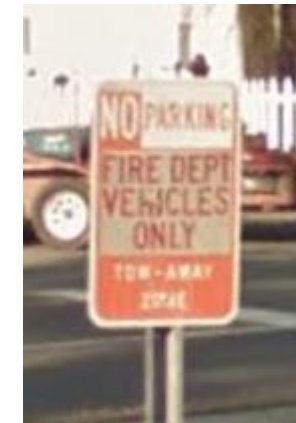
# Draft

- Education – Simplify the message

## Very Good Signs



## Confusing Signs



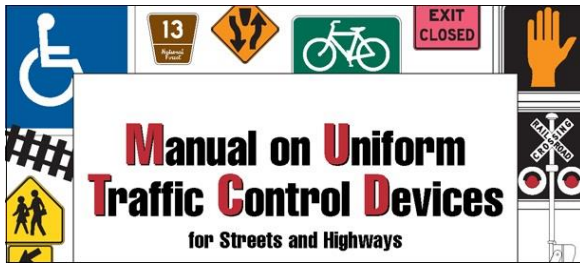


# Potential Management Strategies

# Draft

- Education – Seek consistent signage

## Public Parking



## Parking Regulations

Figure 2B-24. Parking and Standing Signs and Plaques (R7 Series) (Sheet 1 of 2)



## Private Signs



Contributes to perception

## Potential Management Strategies

- Encouragement
  - Appeal to business needs (8-5 PM)
    - Treat parking as a limited resource
    - Promote vehicle turnover
  - Incentivize low-demand parking areas
  - Limit possible barriers to bicycling and walking
    - Bike-Friendly Business application
  - Incentivize carpooling
  - Valet parking program (evening)

## Potential Management Strategies

- Enforcement
  - Goal is voluntary compliance
    - Be visible, friendly, flexible
  - Long-term parking locations – low-demand lots
  - Establish consistent enforcement hours 7 AM to 5:30 PM
    - Standard signage, clearly marked
  - Offer warning citation (\$0) for first violation
  - Late night Safety Escort for businesses – cash deposits





*Draft*

## ■ Evaluation

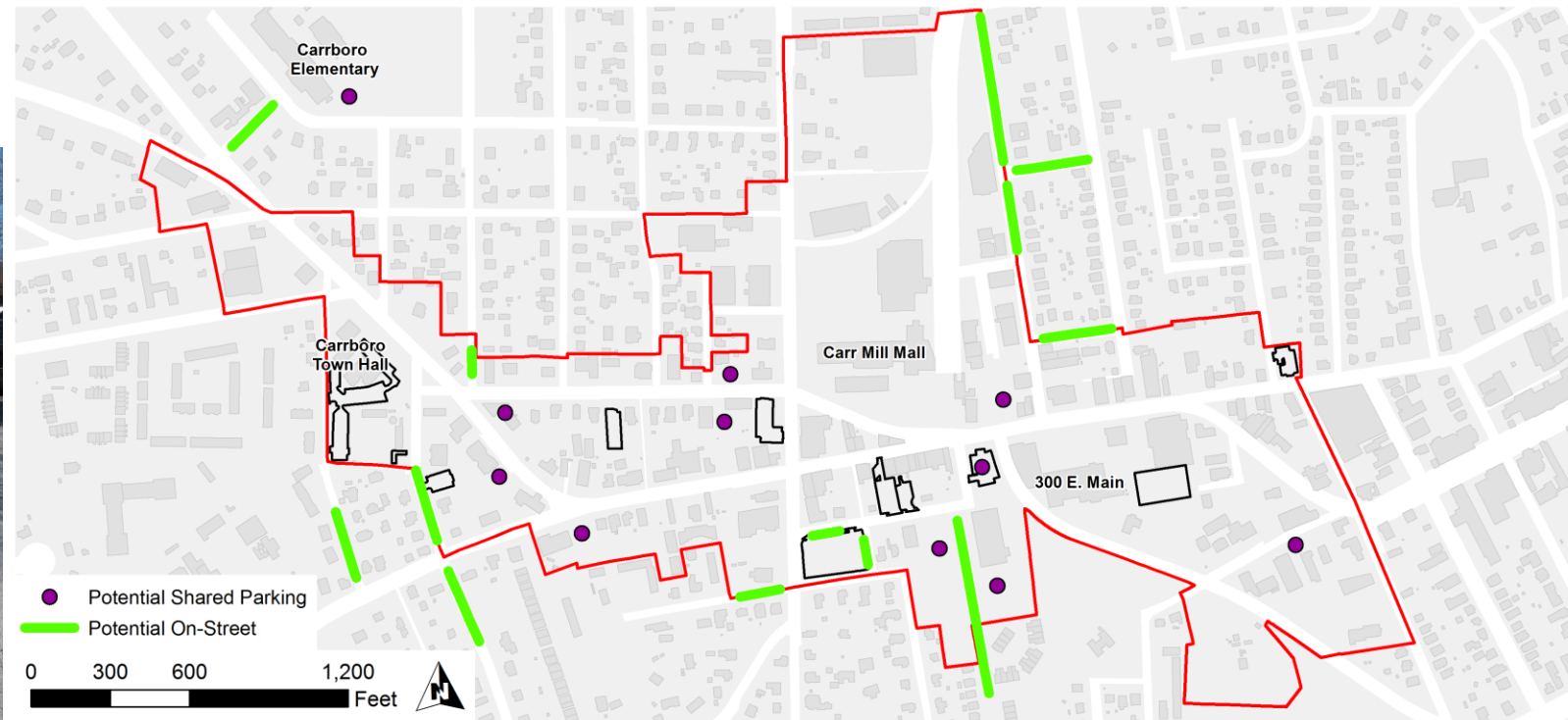
- Collect data to confirm/invalidate perceptions
  - Occupancy counts twice a year
  - Parking turnover annually
  - Online behavior survey annually
- Business Alliance parking meeting annually
  - Discuss loading, ADA, customer, special event needs
- Seek input from businesses, customers, visitors

[illegible]

# Potential Management Strategies

*Draft*

- Engineering
  - Gravel parking can be inefficient
  - Shared parking agreements between private land owners
  - Stripe on-street parking (where practical)
  - Connect sidewalks



# Next Steps





## Next Steps

- Survey closure and analysis
- Future parking demand modeling
- Draft report
- Final report presentation

# Stay connected



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[#ParkCarrboro](https://twitter.com/CarrboroTownGov)



Find out more **ParkCarrboro.org**  
[www.SurveyMonkey.com/r/ParkCarrboro](https://www.SurveyMonkey.com/r/ParkCarrboro)



# 11 am to 1 pm

## Parking Occupancy by Lot (April)

